

2-X-H

NBC TRADE NEWS

(3)

May 2, 1960

GLENBROOK LABS AND AMERICAN TOBACCO TO SPONSOR 'THRILLER,'  
FULL-HOUR MYSTERY-SUSPENSE SERIES, ON NBC-TV NETWORK  
TUESDAY NIGHTS DURING THE 1960-61 SEASON

Glenbrook Laboratories, Division of Sterling Drug Inc., and American Tobacco Company will sponsor NBC-TV's new full-hour mystery and suspense series, "Thriller," during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The program will present Boris Karloff each week as host and as star in several of the dramas, with some of the most talented performers in the entertainment world as guest stars. Hubbell Robinson Productions Inc. is packaging the series with Fletcher Markle as producer.

"Thriller" will be telecast on Tuesdays, 9-10 p.m. (NYT), beginning in the Fall.

The Glenbrook purchase was made through Dancer-Fitzgerald-Sample Inc., and American Tobacco placed its order through Sullivan, Stauffer, Colwell & Bayles Inc. American Tobacco has previously renewed "Tales of Wells Fargo" and "Bachelor Father" and has purchased sponsorship in "Bonanza" for next season.

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## NBC RADIO NETWORK NEWS

May 2, 1960

NBC'S ALBERT L. CAPSTAFF TO DISCUSS "IMAGE" SERIES

AT CLINIC OF OHIO STATE UNIVERSITY INSTITUTE

Albert L. Capstaff, Vice President, NBC Radio Network Programs, will discuss the concept and production procedures of NBC Radio's "Image" series at a clinic Friday, May 6 at the Institute for Education by Radio-Television at Ohio State University, Columbus.

Mr. Capstaff has supervised production of three "Image" series -- "Image Russia," "Image Minorities" and "Image America." The 21-hour-long "Image Russia" series, a comprehensive survey of many phases of Soviet history geography, politics and culture, was broadcast during January and February, 1959, and was praised by schools, colleges, libraries and radio stations throughout the nation. "Image Minorities," presented during June, 1959, included 20 hours of broadcast time and was awarded a citation by the National Conference of Christians and Jews. The latest series, "Image America," a critical examination of the institutions on which the American way of life is based, was broadcast during March and April.

The "Image" series concept, unique in broadcasting, has enabled the NBC Radio Network to explore important and controversial subjects on a scale never before attempted. Instead of dealing with them in the conventional format of half-hour or hour-long programs, NBC Radio allocated sufficient program time to delve adequately into all aspects of the chosen subject. The "Image America" series, for example, included 24 program hours during a period of four weeks.

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## NBC TELEVISION NETWORK NEWS

May 2, 1960

'REPORT FROM OUTER SPACE' TO BE TELECAST

- - -

Authorities to Participate in 'World Wide 60' Program  
On U.S. Exploration of Space and Probable Effects

The Space Age and its significance will be examined in "Report from Outer Space" on the NBC-TV Network's "World Wide 60" series Saturday, May 14 (9:30-10:30 p.m. EDT).

The telecast will explain why the United States is exploring space and what the effects have been and are likely to be. It will show that space projects which were remote or fictional only a few years ago are now either real or highly probable in the near future.

Participants will include Dr. T. Keith Glennan, administrator of the National Aeronautics and Space Administration; Dr. Abe Silverstein, director of Space Flight Development for NASA; Dr. Robert Jastrow, chief of the Theoretical Division of NASA's Goddard Space Flight Center, and Dr. William Howells, professor of anthropology at Harvard University.

Frank McGee, host of "World Wide 60," will be narrator. Reporters on the program will be David Brinkley and Peter Hackes of NBC News Washington and Roy Neal of NBC News Los Angeles.

Dr. Glennan will explain the real reasons for Project Mercury, NASA's "Man in Space" program. He also will talk about some of the intangible effects of space exploration, as, for example, what difference it will make in politics and religions if intelligent life is found on another planet.

(more)







Dr. Silverstein will outline the practical results of space exploration to date. Dr. Jastrow will discuss his plans for exploring the moon. Dr. Howells will speculate on the probability of intelligent life elsewhere and its nature.

Animated film will be used to explain some of the results of space exploration up to now, including the success of the Tiros satellite, and to illustrate such projects underway as the Saturn booster at Huntsville, Ala.

"Report from Outer Space," which will be recorded on video tape, is under supervision of Julian Goodman, Director of News and Public Affairs, NBC News, and Elmer W. Lower, Manager, NBC News for Washington. Robert Abernethy is producer, Ralph H. Peterson will direct, and Robert Northshield is serving as consultant.

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NBC-New York, 5/2/60







## NBC TELEVISION NETWORK NEWS

May 2, 1960

FULL-HOUR 'TODAY' FEATURE FRIDAY (MAY 6) WILL EXAMINE IMPORTANT  
ISSUES FACING MAJOR PARTIES IN PRIMARIES AND CONVENTIONS

- - -

Representatives Bowles (for Democrats) and Ford (for Republicans)  
Will Be Spokesman in Interview Highlight of Telecast

NBC-TV Network's "Today" will examine the important  
political issues which face both parties during the primaries and at  
the upcoming conventions this Summer in a special full-hour feature  
(8-9 a.m. EDT) Friday, May 6.

Dave Garroway, host of the program, will poll "Today"  
political observers in various parts of the country to learn what  
important questions are being asked in the Far West, the Middle West,  
the farm areas, and the South and East Coasts.

In the last half-hour (8:30-9 a.m. EDT) Garroway will  
interview Rep. Chester A. Bowles of Connecticut, Chairman of the  
Democratic Platform Committee, and Rep. Gerald R. Ford Jr. of  
Michigan, who has been designated as spokesman for the Republican  
National Committee for this interview. Both men will evaluate the  
political issues and their importance to the party platforms.

Representatives Bowles and Ford will be in Washington,  
D. C., and Garroway will question them from "Today's" New York  
studios via a two way audio-video pickup.

The feature marks the second special "Today" pre-convention  
program. Last week, "Today" presented a feature profile of Vice  
President Richard M. Nixon and interviewed him the following day.

(more)







"Today" will present many more special features in the two months remaining before the National Conventions in July.

The schedule for the political features follows:

Wednesday, May 11 -- A report on the outcome of the West Virginia primary. Special projects editor Paul Cunningham will telecast live from Charleston, interviewing representatives from both contenders' camps.

Monday, May 23 -- A profile on Senator John F. Kennedy.

Monday, May 30 -- A profile on Senator Lyndon Johnson.

Wednesday, June 1 -- "Today" will poll political editors of some leading newspapers across the country to determine public opinion on candidates and issues.

Wednesday, June 8 -- A report on the California primary.

Monday, June 20 -- A profile on Senator Hubert H. Humphrey.

Wednesday, June 22 -- A profile on Senator Stuart Symington.

Monday, June 27 -- A profile on Adlai E. Stevenson.

Thursday, June 30 -- A report on convention plans with interviews with Paul Butler, Democratic National Chairman, and Thruston Morton, Republican National Chairman.

("Today" is telecast Monday through Friday, 7-9 a.m. EDT).

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NBC-New York, 5/2/60







May 2, 1960

JACK NARZ SUBBING FOR VACATIONING BILL CULLEN  
ON 'THE PRICE IS RIGHT' THROUGH MONTH

Jack Narz is subbing for Bill Cullen as emcee of "The Price Is Right" daytime and nighttime colorcasts on the NBC-TV Network during the month of May while Cullen is on vacation.

Narz is host of the Monday-through-Friday morning (11 a.m. EDT) shows starting today (Monday, May 2), and continuing through Wednesday, June 1. He will also be on the Wednesday evening series (8:30 p.m. EDT) on May 4 through May 25. Cullen will return to "The Price Is Right" for the Wednesday, June 1 evening program and will resume his morning duties the following day.

Narz and Cullen are not only old friends, but are brothers-in-law; their wives are sisters.

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NBC-TV NETWORK PROGRAM

NBC'S JOEL O'BRIEN TO STAGE SPECIAL "BRIEFING SESSION"  
ON "POLITICS, MASS MEDIA AND RESPONSIBILITY"  
AT OHIO STATE UNIVERSITY INSTITUTE

Joel O'Brien, an NBC producer, will stage a special "Briefing Session" on "Politics, Mass Media and Responsibility" at Ohio State University's Institute for Education by Radio and Television Thursday, May 5 at Columbus.

Discussion participants will be Frederick W. Ford, chairman of the Federal Communications Commission; Ralph McGill, editor of the Atlanta Constitution, and Gilbert Seldes, dean of the Annenberg School of Communications at the University of Pennsylvania. NBC News correspondent Leon Pearson and Wilson Hall will be moderator and facts communicator, respectively.

WOSU-TV, Columbus educational station, will carry the special program locally.

"Briefing Session," an Educational Television Project program produced by NBC in partnership with the National Educational Television and Radio Center, will start a new cycle of telecasts the week of May 22. The program is designed primarily for the country's educational TV stations.

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NBC-New York, 5/2/60





## NBC RADIO NETWORK NEWS

May 2, 1960

### NBC NEWS TO OFFER EXTENSIVE RADIO NETWORK COVERAGE OF PRINCESS MARGARET'S WEDDING

- - -

Two Special Programs on Wedding Day Announced and Eight "Emphasis"  
Broadcasts Day Earlier Will Be Devoted to the Event

NBC News will cover the wedding of Princess Margaret and Antony Armstrong-Jones in two special programs on the NBC Radio Network Friday, May 6 (9:05-9:30 a.m. EDT -- NOTE: WRCA will broadcast this program 10:05-10:30 a.m. EDT -- and 8:05-8:30 p.m. EDT). NBC Radio coverage also will include all eight "Emphasis" programs on NBC Radio Thursday, May 5, presenting background on the wedding and describing preparations for the event.

The first special program in the morning will carry recorded highlights of the BBC coverage, including the ceremony in Westminster Abbey; reporting by NBC News correspondent Elmer Peterson, who will be stationed outside the Abbey; and other commentary by NBC News correspondent Edwin Newman. The program will summarize events beginning with the procession to the Abbey and concluding with the wedding couple's return to Buckingham Palace.

In the second special program that evening, some of the highlights will be repeated, and there will be reports of reaction to the wedding in London, Paris and several British Commonwealth cities, including Cape Town, Sydney and Toronto.

(more)





## 2 - Wedding

The special programs will be brought to American listeners by the Pepsi-Cola Company.

In addition to these programs, all regular news programs on the NBC Radio Network that day will give extensive coverage to the wedding. Of the five NBC News correspondents working full-time on this event, Newman (who is on special assignment from NBC News Paris) and Peterson (of the NBC News London bureau) will concentrate on the radio coverage.

The eight five-minute "Emphasis" programs on Thursday, May 5, starting at 9:05 a.m. EDT and scheduled at five minutes after each hour thereafter through 4:05-4:10 p.m. EDT, will include a report by John Chancellor of the wedding preparations and his thumbnail sketches of the bride and groom. Joseph C. Harsch will relate human interest items about royal weddings throughout history, Peterson will compare British and American press plans for covering the event, and Leif Eid will talk about the pre-wedding publicity. Leon Pearson will analyze Americans' fascination with royal events, Merrill Mueller will tell what it is like to be a reporter or spectator at one of these, and Alex Dreier will contrast ordinary weddings with the elaborate one arranged for Princess Margaret.

Coverage on the NBC-TV Network, announced earlier, will be presented Friday, May 6, in "The Royal Wedding" (Part I), 1-3 p.m. EDT, and "The Royal Wedding" (Part II), 7:30-8:30 p.m. EDT. First scenes of the wedding also are expected to be telecast as early as 8:30 a.m. EDT on the NBC-TV Network's "Today" program.

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NBC-New York, 5/2/60





CAST AND CREDITS FOR 'ANOTHER EVENING WITH FRED ASTAIRE,'  
REPEAT COLORCAST SPECIAL ON NBC-TV NETWORK MONDAY, MAY 9

SHOW: "Another Evening with Fred Astaire,"  
full-hour (repeat) colorcast (on color  
video tape)

TIME: Monday, May 9 (NBC-TV Network, 10-11 p.m.  
EDT)

ORIGINAL DATE: Wednesday, Nov. 4, 1959 on NBC-TV Network

STAR: Fred Astaire

WITH: Miss Barrie Chase

AND: The Jonah Jones Quartet, The Bill Thompson  
Singers, David Rose and his Orchestra,  
and Ken Nordine

DANCERS: Eight male and eight female dancers

DRUMMER: Alvin Stoller

ANNOUNCER: Art Gilmore

EXECUTIVE PRODUCER: Fred Astaire

PRODUCER-DIRECTOR: Bud Yorkin

CHOREOGRAPHY BY Hermes Pan

MUSICAL DIRECTOR: David Rose

CHORAL DIRECTION BY Bill Thompson

MISS CHASE'S GOWNS BY Jean Louis

COSTUMES DESIGNED BY Ray Aghayan

MISS CHASE'S HAIR STYLES: Mr. George

ART DIRECTOR: Ed Stephenson

MAKEUP SUPERVISOR: John Chambers

ASSOCIATE DIRECTOR: Roy Montgomery

UNIT MANAGER: Darrell Ross

(more)





2 - Credits for 'Another Evening with Fred Astaire'

TECHNICAL DIRECTOR: Joe Strauss  
LIGHTING: Jim Kilgore  
AUDIO: Bill Cole  
SENIOR VIDEO: Charles Schmidt  
ENGINEERING SUPERVISOR: Bill Palmerston  
PROGRAM SUPERVISOR: Karel Pearson

\* \* \*

SPONSOR: Chrysler Corporation  
AGENCY: Leo Burnett Company Inc., (John Christ,  
executive producer for the Leo  
Burnett Company)  
PRODUCTION: Ava Productions, Inc.  
ORIGINATION: Hollywood  
PRE-EMPTS (THIS DATE ONLY): "The Steve Allen Plymouth Show"  
NBC PRESS  
REPRESENTATIVES: Rolf Gompertz, Hollywood; Al Cammann,  
New York

\* \* \*

PROGRAM

1. "The Afterbeat" -- Astaire, 16 dancers. New popular dance step which Astaire created in collaboration with Johnny Mercer, who wrote the lyrics. David Rose and his Orchestra, the Bill Thompson Singers.
2. "That Face" -- Astaire, Barrie Chase. Romantic dance number. David Rose and his Orchestra, the Bill Thompson Singers.

(more)





3 - Credits for 'Another Evening with Fred Astaire'

PROGRAM (CONT'D)

3. Specialty Number -- Astaire, drummer Alvin Stoller. Comic drum and dance interpretations.
4. Medley -- Jonah Jones Quartet. "Gal in Calico," "My Blue Heaven," "Night Train."
5. "Night Train" -- Astaire, 16 dancers. A man at the railway station anxiously awaits his sweetheart. Jonah Jones, David Rose and his Orchestra, the Bill Thompson Singers.
6. "My Baby" -- Astaire, Miss Chase. Beatnik satire, written and narrated by jazz poet Ken Nordine.
7. "Waltzin' Matilda" -- Sixteen dancers. David Rose and his Orchestra.
8. "Sophisticated Lady" -- Astaire, Miss Chase, eight male dancers. Comic dance interpretation, with Astaire wearing a mask representing Mad Magazine's Alfred E. Neuman. David Rose and his Orchestra.
9. Medley -- Astaire. Songs and dances which have been associated with him.
10. Reprise -- "The Afterbeat." Cast.

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NBC-New York, 5/2/60

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2-X-H

NBC TRADE NEWS

May 3, 1960

FORD MOTOR COMPANY AND NATIONAL BISCUIT COMPANY RENEW  
SPONSORSHIP OF 'WAGON TRAIN' FOR 1960-61

The Ford Motor Company and the National Biscuit Company have renewed their sponsorship of NBC-TV's consistently top-rated "Wagon Train" series for the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

With the previously announced sponsorship in the show by the R. J. Reynolds Tobacco Company, "Wagon Train" will again be fully sold as it begins its fourth season on NBC-TV. Since its debut in September, 1957, the series has maintained its position as one of television's most popular shows.

Appearing with regular stars Ward Bond and Robert Horton as guests on the hour-long weekly dramas (Wednesdays, 7:30-8:30 p.m. EDT) have been many top performers, including Bette Davis, Judith Anderson, Anne Baxter, Peter Lorre, Ed Wynn, Ernest Borgnine, Eddie Albert, Agnes Moorehead and Linda Darnell.

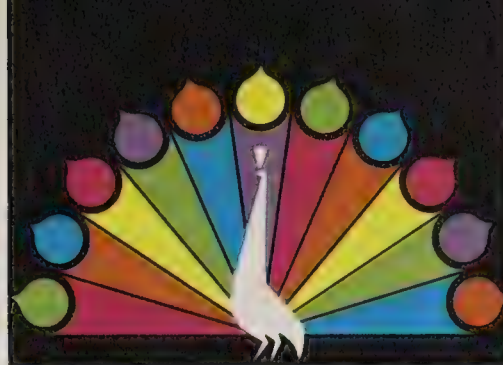
The Ford purchase was placed through J. Walter Thompson Company and the National Biscuit purchase through McCann-Erickson, Inc.

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NBC COLOR TELEVISION NEWS



May 3, 1960

'THE GEORGE BURNS SHOW'--WITH JACK BENNY, BETTY GRABLE, POLLY BERGEN  
AND BOBBY DARIN--WILL BE NBC COLOR SPECIAL TUESDAY, JUNE 7,  
SPONSORED BY HUDNUT-DU BARRY DIVISION OF WARNER-LAMBERT

"The George Burns Show" -- with George Burns as  
host and star, Jack Benny as special guest star and Betty  
Grable, Polly Bergen and Bobby Darin as guest stars --  
will be a special musical variety colorcast on the NBC-TV  
Network Tuesday, June 7 (8:30-9:30 p.m. EDT).

A production of the George Burns packaging com-  
pany, Banda Productions Inc., "The George Burns Show" will  
be produced and written by Mac Benoff, directed by Greg  
Garrison and choreographed by Hermes Pan. Ed Stephenson  
is the scenic designer, and the Hermes Pan Dancers will  
be featured on the colorcast.

Sponsored by the Hudnut-Du Barry Division of  
Warner-Lambert Pharmaceutical Company, Inc., through  
Lambert and Feasley, "The George Burns Show" will origi-  
nate on color video tape in Burbank, Calif.

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PAUL CUNNINGHAM IS NAMED SPECIAL PROJECTS EDITOR  
OF 'TODAY' AND BUD LEWIS ASSOCIATE PRODUCER

Paul Cunningham has been named Special Projects Editor and Bud Lewis has been made Associate Producer of NBC-TV's "Today," it was announced by Producer Bob Bendick.

Cunningham, who has been with "Today" since its premiere in January, 1952, had previously served as Associate Producer, and also had been News Editor, Managing Editor and feature writer on the program. He was also connected with NBC-TV's "Wide Wide World." Cunningham came to NBC from the Minneapolis Star where he was a reporter.

Lewis was previously associated with "Today" as a writer. He worked for NBC Radio's "Monitor" and was a commentator for Armed Forces Network in Germany and Radio Diffusion Francais in Paris. He was also a reporter for the United Press.

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NBC-New York, 5/3/60





SYRACUSE UNIV. HONORS NBC'S FLORENCE REIF FOR "OUTSTANDING  
ACHIEVEMENT IN FIELD OF PUBLIC AFFAIRS BROADCASTING"

Florence Reif, supervisor of religious programs and educational features for the NBC Radio Network, was honored this week by Syracuse University for "outstanding achievement in the field of public affairs broadcasting."

The University, through the Television and Radio Center, awarded Miss Reif a citation at its annual alumni convocation. "She has earned an honored place among those who exemplify the highest standards of the profession of broadcasting," the citation said. In 12 annual awards convocations, she is the first woman to be so honored.

Miss Reif joined NBC in 1953 immediately after graduation from Syracuse University and was appointed to her present post in January, 1957.

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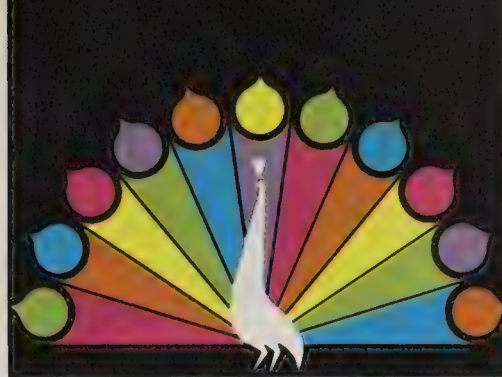
NBC-New York, 5/3/60





2-X-H

NBC COLOR TELEVISION NEWS



May 4, 1960

'FORD STARTIME' TO PRESENT ORIGINAL BOOK SHOW BUILT AROUND  
NANETTE FABRAY--WITH TONY RANDALL AS SPECIAL GUEST--MAY 31

An original book show to be built around the versatile talent of Nanette Fabray -- with Tony Randall as special guest star -- will be the NBC-TV Network's "Ford Startime" colorcast special for Tuesday, May 31 (8:30-9:30 p.m. EDT), it was announced today by producer-director Bill Asher.

A title will be announced for the colorcast musical dramatization of a story by Danny Ronald with music by Axel Stordahl and lyrics by Jack Brook.

"Full scope will be given to Miss Fabray's wide range of talent as a dramatic actress, comedienne and songstress," Asher said. "The storyline concerns a waitress in a hash house who dreams of another kind of life, and contains three sketches in which Miss Fabray plays Marie Antoinette, Cleopatra and Mata Hari."

The Nanette Fabray-Tony Randall musical colorcast will have an NBC-TV Hollywood origination.

Miss Fabray has starred on Broadway in numerous musical and dramatic productions, including "By Jupiter," "Bloomer Girl," "High Button Shoes," "Arms and the Girl," "Make a Wish" and many others, and appeared opposite Fred Astaire in the motion picture, "Bandwagon."

(more)



She has triumphed in many television roles, including the feminine lead of NBC's "Caesar's Hour" and guest appearances on major variety and dramatic series. Most recently, she scored as guest star of "Glory Road" on the "Laramie" series, and "The TV Guide Award Show" -- both on NBC.

"Startime" is sponsored by the Ford Motor Company, through J. Walter Thompson Company.

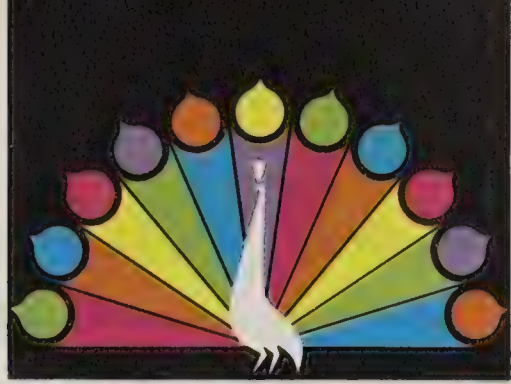
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NBC-New York, 5/4/60





NBC COLOR TELEVISION NEWS



May 4, 1960

'MARCH OF MEDICINE'

"MD USA" LAUDED BY PRESIDENT OF AMERICAN MEDICAL ASSOCIATION

- - -

Dr. Louis M. Orr States Basic Concern for Humanity That Underlies  
Physician's Treatment Has Seldom Been More Graphically Presented

"The basic concern for humanity that underlies a physician's treatment of his fellow-man has seldom been more graphically presented than in 'MD USA,'" says Dr. Louis M. Orr, President of the American Medical Association.

Latest in the award-winning "March of Medicine" series, the new full-hour filmed program will be colorcast by the NBC-TV Network Friday, May 27 (8:30-9:30 p.m. EDT). It focuses on the lives of five physicians in widely scattered regions of the nation.

"Although this dedication may show forth most dramatically in a remote Alaskan clinic or among the Navahos of Arizona, it is just as apparent in a doctor's everyday practice in Wisconsin and suburban Philadelphia, or during the birth of a child in Louisiana," Dr. Orr says.

"Today, with the great accomplishments brought about by new drugs and surgical techniques, emphasis on the science of medicine sometimes tends to overshadow the art of medicine -- the individual

(more)





2 - 'March of Medicine'

care a physician gives to each of his patients. What 'MD USA' shows so wonderfully is that the American physician's art matches -- and sometimes surpasses the quality of his science."

And he adds: "I strongly urge everyone to see this program -- especially the talented young people medicine needs so badly to follow in the footsteps of Doctors Dolese, Dorchester, Fernandez, Mills and Moyer."

Portrayed in their varied work are Dr. David B. Dolese, of Ganado, Ariz., whose activities among the Indian tribes include investigation into the "medical peculiarities" of the Navahos; Dr. Daniel E. Dorchester, of Sturgeon Bay, Wis., who uses his own plane to get to many of his patients in sprawling Door County; Dr. Julius M. Fernandez, of Franklin, La., whose story of the typically warm doctor-patient relationship in a small town includes a filmed birth sequence; Dr. William Mills, of Anchorage, Alaska, an orthopedic surgeon who conducts a clinic for Eskimos in the tiny village of Bethel; and Dr. David G. Moyer, of Lansdale, Pa., a kind of suburban "family doctor" with which many Americans are acquainted.

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NBC-New York, 5/4/60



U. OF KANSAS HONORS NBC NEWS' RICHARD HARKNESS

The University of Kansas will award its highest honor, a Citation for Distinguished Service, to NBC News correspondent Richard Harkness at commencement exercises at Lawrence, Kan., Monday evening, June 6. The citation is awarded jointly by the university and its alumni association. Harkness is a University of Kansas alumnus.

NBC-New York, 5/4/60





CAROLYN GILBERT IS NAMED 'TODAY' TALENT COORDINATOR

Carolyn Gilbert has been named talent coordinator for the NBC-TV Network's "Today" show, it was announced today by producer Bob Bendick.

Mrs. Gilbert was previously associated with "The Jack Paar Show" on NBC-TV as talent booker for program features.

She also had been head of the talent office for "Arthur Godfrey's Talent Scouts," musical director for "Kukla Fran and Ollie" and director of the CBS talent office in Chicago. Mrs. Gilbert starred on her own television show in Chicago.

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NBC-New York, 5/4/60





May 4, 1960

CAST AND CREDITS FOR MARK TWAIN'S "ROUGHING IT,"  
A "BRECK SHOWCASE" COLORCAST ON NBC-TV NETWORK  
FRIDAY, MAY 13 (8:30 TO 9:30 P.M. EDT)

STARRING: James Daly  
PRODUCED BY: Robert Saudek Associates, in association with  
the NBC-TV Network  
PRODUCER: Robert Saudek  
ASSOCIATE PRODUCER: David J. Oppenheim  
DIRECTOR: Don Richardson  
DRAMA CONSULTANT: Walter Kerr  
ART DIRECTOR: Henry May  
COSTUMES: Saul Bolasni  
MAKEUP: Bob O'Bradovich  
SPONSOR: John H. Breck, Inc.  
ADVERTISING AGENCY: Reach, McClinton & Company, Inc.  
NBC PRESS REPRESENTATIVES: Betty Lanigan (New York); Rolf Gompertz  
(Hollywood)  
POINT OF ORIGINATION: NBC Color Studios, Brooklyn, N. Y.

CAST OF CHARACTERS

MARK TWAIN (SAMUEL CLEMENS AS AN OLD MAN).....James Daly  
SAM CLEMENS (AS A YOUNG MAN).....Andrew Prine  
ORION.....Jim Boles  
(more)



## 2 - Cast and Credits for 'Roughing It'

THE DRIVER.....Frank Tweddell  
BALLOU.....Harry Bellaver  
HARRIS.....Dort Clark  
CAP'N NYE.....Philip Coolidge  
THE JUDGE.....Ralph Dunn  
SCOTTY.....John Fiedler  
MRS. JOHNSON.....Frances Heflin  
MR. JOHNSON.....Jock Livingston  
OLLENDORF.....David Hurst  
MAN IN THE CROWD.....Joe E. Marks  
ARKANSAS.....George Mathews  
GEORGE.....Harry Mehaffey  
HYDE.....Roy Poole

### THE STORY

In the sunset of his life, Mark Twain (Samuel Clemens) looks back upon the six-year period in his youth, when he accompanied his brother, Orion, to the Nevada Territory at the height of the gold rush. Natural calamities such as floods and blizzards were the initial obstacles to becoming a millionaire, further complicated by his association with some of the frontier's most eccentric characters. Violence, ignorance, brutality, back-breaking work and streaks of good luck coupled with unbelievable bad luck, mark the young man's adventures with the colorful characters of the Far West. Hitting upon a potentially fabulous silver mine, young Clemens is diverted first by lack of money for tools, next by his duty to a man who had saved his life and finally by a tempting newspaper assignment, from making good his claim. Throughout the narration of his youthful adventures, the mature Twain makes wry and witty comments on the people he met, and more particularly on the decisions he made as a callow lad, endowed with spectacularly bad judgment.



## VISION 1994

May 5, 1960

MILTON BERLE RETURNING TO NBC-TV SCHEDULE IN FALL AS EMCEE  
OF THE BAYUK CIGARS, INC., NEW 'JACKPOT BOWLING' SHOW  
- - -

Monday Night Series to Be Sponsored by Phillies Cigars

Milton Berle will return to NBC-TV this Fall as master of ceremonies for the Bayuk Cigars, Inc., new "Jackpot Bowling" show, it was announced today by E. Archie Mishkin, President of Bayuk, and Walter D. Scott, Executive Vice President, NBC Television Network.

The series, sponsored weekly by Phillies Cigars, will be presented on NBC-TV Mondays, 10:30-11 p.m. NYT.

In announcing his firm's sponsorship, Mr. Mishkin said:

"We are extremely pleased to have Mr. Berle join with us in presenting this fresh new concept in television programming. The combination of Mr. Berle's unique talents in the field of comedy plus the excitement of top prize money and skilled competition promises wholesome entertainment for the entire family. We look forward to offering the nation's viewers one of the finest and most refreshing series of programs ever presented."

Mr. Berle last appeared regularly on television during the 1958-59 season on NBC-TV. He launched his TV career June 8, 1948 as temporary emcee for the premiere of NBC's "Texaco Star Theatre." Originally signed for only four appearances, his instant popularity won him the job as permanent star starting Sept. 21, 1948.

(more)





2 - 'Jackpot Bowling'

In 1951, NBC signed "Mr. Television" to a 30-year contract calling for exclusive use of his services as an actor, producer, writer and director. He continued as one of TV's top attractions, retiring briefly -- after eight consecutive years of popularity -- at the end of the 1955-56 season.

The new "Jackpot Bowling" show will be televised live from the West Coast. Contenders will be selected by the Professional Bowlers Association of America from the ranks of the country's top pro bowlers.

The series will feature head-to-head competition for strikes only in two nine-ball matches. Contenders in the preliminary match will be awarded \$5,000 for six straight strikes, with the winner meeting the previous week's champion in the second game. The latter contest will feature a jackpot which will start at \$25,000 and advance \$5,000 for each game in which it is not won.

Advertising agency for Phillies is Wermen & Schorr, Inc.

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NBC-New York, 5/5/60



May 5, 1960

NBC issued the following statement yesterday (May 4) in response to requests for comment on Philco's application for Channel 3 in Philadelphia:

Philco's application for the television channel now licensed to NBC in Philadelphia is the latest move in a cynical course of harassment that has nothing to do with broadcasting in Philadelphia. Philco has been conducting a campaign of litigation against the Radio Corporation of America, NBC's parent organization, and NBC itself. In our view, today's application is another maneuver Philco is using in that campaign.

Even taken at face value, Philco's bid for a television channel is difficult to construe as anything but the act of an opportunistic Johnny-Come-Lately who wants to reap where others have sown. In 1953 Philco chose to sell its television station in Philadelphia to take a multi-million dollar profit instead of developing a broadcast service in that community. Since that time it has made no effort to acquire any broadcast station anywhere.

It may seem tempting and convenient for Philco to return to television broadcasting on the coattails of those who have pioneered a service, first in radio, then in black-and-white television and now in color. If a return to television is actually the company's desire, it would be more fitting for Philco to acknowledge rather than impugn the constructive contributions that NBC has made to the Philadelphia community through the operation of WRCV-TV.

(more)





2 - NBC Statement

In addition to bringing Philadelphians the full, balanced program service of NBC, WRCV-TV regularly offers many programs of special interest to its community in cooperation with such organizations as the Pennsylvania State Education Association; the Philadelphia Board of Education; the Engineering and Technical Societies Council of Philadelphia; the University of Pennsylvania; the Pennsylvania Agricultural Extension Service; the Roman Catholic Archdiocese of Philadelphia; the Philadelphia Council of Churches; the First Presbyterian Church of Germantown, Pa.; the Moody Institute of Science; the Heart Association of Southeastern Pennsylvania; the Philadelphia Arts Festival; the Allied Jewish Appeal; the City Representative's Office of Philadelphia.

WRCV-TV and its personnel have won numerous awards and citations for community service. These have included one of the Eleventh Annual Freedoms Foundation Awards; the George Washington Honor Medal; the Philadelphia Safety Council Industry-Wide Award Plaque; the Philadelphia Arts Festival Citation; the George Foster Peabody Award for "Know Your Schools" project; a special citation from the Radio-Television News Directors' Association; the American Meteorological Society's Seal of Approval Award; and a special commendation of the National Education Association.

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NBC-New York, 5/5/60





## NBC TELEVISION NETWORK NEWS

May 5, 1960

'HOLLYWOOD ANGEL,' NEW SUSPENSE-DRAMA SERIES, IS CONSIDERED  
FOR 1960-61 SCHEDULE ON NBC-TV NETWORK

- - -

Robert Webber Stars as Public Relations Expert

"Hollywood Angel," a new half-hour weekly suspense-drama series -- whose principal character is a public relations expert -- is being considered for the NBC-TV Network's 1960-61 schedule, it was announced today by David Levy, Vice President, Programs and Talent.

The series will be packaged by NBC and filmed at the MGM studios. It stars Robert Webber as Christopher Angel, suave, 36-year-old successful public relations consultant, whose hobby is helping troubled personalities in the worlds of entertainment, society and big business. The "Hollywood Angel" uses his talent for trouble-shooting in aiding the celebrities in distress, stipulating only that the assignments challenge his capacities and that he be given carte blanche in his operations, which always stay on the side of the law.

Continuing character in the series is T. J. Eliot (John Alderman), a romantically inclined youth with a vast knowledge of showbusiness and a flair for playing the guitar.

To add authenticity to the series, prominent personalities will be written into the scripts for brief personal appearances. Though the principal locale of the action will be Hollywood, the scene will shift to other places on occasion.

(more)



Robert Webber has appeared on most major TV dramas, on Broadway in "Loss of Roses," "Two Blind Mice," "Royal Family," "Good-bye My Fancy," "No Time for Sergeants" and "Fair Game," and in the films "Twelve Angry Men" and "Highway 301."

Diane Foster, who appears in the pilot film, has had co-starring movie roles in "The Deep Six," "Monkey on My Back," "The Last Hurrah" and the upcoming "Caves of Night." Alderman has performed on top TV dramas, on Broadway in "The Cave Dwellers" and Noel Coward's "Look After Lulu," and in the film "Pork Chop Hill."

"Hollywood Angel" will be produced and written by Richard Berg, contract writer-producer-consultant for NBC. Among his TV story credits are "Kraft Television Theatre," "Playhouse 90," "Alfred Hitchcock Presents," "Studio One" and others. Berg's film credits include being a contract writer for Hecht-Hill-Lancaster and adapting "The Dud Avocado" for 20th Century-Fox.

Jeanne Crain, who has performed in more than 30 feature films, is guest star of the pilot show, which was directed by Jack Smight, Emmy Award winner for "Eddie" on "Alcoa-Goodyear Theatre."

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NBC-New York, 5/5/60



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Diane Baker, who appears in the pilot film, has had a

number of roles in "The Deep Six," "Monkey on My Back," "The Last

and the following "Cave of Rhyolite," after which has been

on TV screen, on Broadway in "The Gave Twelfth," and Noel Coward is

in the film "Tommy Chop Hill."

"Hollywood Angel" will be produced and written by Richard

contract writer-producer-consultant for NBC. Among his TV

credits are "The Television Theatre," "Playhouse 90," "The

Good Housekeeping," "Studio One" and others. Being in this position

he being a contract writer for MGM-Hill-Production and being

in the "Hill-Production" for MGM-Hill-Production.

James Quinn, who has appeared in more than 20 feature

and the rest of the pilot show, which was directed by John

and which was written for "Hill-Production" on "Hill-Production."

WFO-TV, New York, N.Y.

May 5, 1960

OHIO STATE AWARDS GO TO NBC-TV'S "CONTINENTAL CLASSROOM"  
AND NBC RADIO'S "IMAGE MINORITIES" SERIES

NBC-TV Network's "Continental Classroom" and NBC Radio Network's "Image Minorities" have won Ohio State Awards, sponsored by the Institute for Education by Radio-Television of Ohio State University. Two other NBC Radio Network programs -- "Africa Today" and "United Nations Day Concert" -- won honorable mentions in the competition.

"Continental Classroom -- Modern Chemistry" won first award in the category dealing with systematic instruction for adult and college levels. The program was cited for "meritoriously meeting the national challenge to aid high school science teachers in improving their teaching techniques and in keeping aware of the latest advances in chemistry...for systematic instruction of comprehensive material and for consistent workmanlike production."

"Image Minorities," an NBC Image series which included 20 hours of broadcast time during June, 1959, received first award among radio programs dealing with personal and social problems. The citation stated that the series' concept was worthy of recognition and that "the typical program, 'The Negro In America,' was a powerful, uncluttered, honest study-in-depth of how the Negro in America feels -- about himself and about others."

Honorable mentions were awarded to NBC Radio's "Africa Today" for its "contribution to a better understanding of the so-called dark continent" and to "United Nations Day Concert" because it offered "striking testimony to the fact that fine music speaks a universal language among peoples of the world."





May 5, 1960

"BRINKLEY BRIDGE"--A TOWN'S HAPPY TRIBUTE

A bridge at Wayne, W. Va., which NBC News commentator David Brinkley called "the noisiest in the world," is being rebuilt -- and residents of Wayne are renaming it "Brinkley Bridge."

Brinkley mentioned the steel-frame, wooden-floor span across Twelve Pole Creek last week during a report on the West Virginia primary election campaign. His remarks brought prompt action. According to NBC News reporter Don Roberts at Huntington, W. Va., a dozen Road Commission men now are scraping and painting the steelwork, and a new asphalt floor will be installed. The cost will be \$14,000.

Roberts said the order "apparently came from Gov. Cecil H. Underwood, who was extremely critical of Brinkley for telling the country about the rattling bridge." Wayne residents are rejoicing, he said, because "Brinkley did what years of griping by them couldn't accomplish."

NBC-New York, 5/5/60



2-X-H

NBC TRADE NEWS

May 6, 1960

ALBERTO-CULVER COMPANY AND SINGER SEWING MACHINE COMPANY  
WILL SPONSOR 'DANTE,' NEW MYSTERY-ADVENTURE SERIES,  
ON NBC-TV NETWORK MONDAY NIGHTS IN 1960-61 SEASON

The Alberto-Culver Company and the Singer Sewing Machine Company will sponsor "Dante," NBC-TV's new mystery-adventure series, during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Dante," which will be telecast on Mondays, 9:30-10 p.m. (NYT), beginning in the Fall, will star Howard Duff as the dashing, two-fisted proprietor of a swank San Francisco nightclub. Featured will be Alan Mowbray, Tom D'Andrea and Mort Mills.

The Alberto-Culver purchase was placed through Wade Advertising Inc. The Singer purchase was placed through Young & Rubicam Inc.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

AARON RUBIN, CONTROLLER FOR NBC, IS ELECTED  
VICE PRESIDENT AND TREASURER

FOR RELEASE MONDAY A.M., MAY 9

Aaron Rubin, Controller for the National Broadcasting Company, has been elected Vice President and Treasurer, it was announced today by Robert W. Sarnoff, Chairman of the Board.

Mr. Rubin joined NBC in October, 1937, in the Accounting Department. He went to the American Broadcasting Company in 1942 as Assistant Controller and later became Assistant Treasurer. He returned to NBC Jan. 18, 1954, as Chief Accountant, later becoming Manager of Budgets and Financial Evaluation, and Assistant Controller. He was appointed Controller Jan. 3, 1958.

Mr. Rubin was born in Brooklyn, N. Y., attended City College of New York and served three years in the United States Air Force during World War II.

He lives with his wife and three children in Syosset, L. I., N. Y.

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NBC TELEVISION NETWORK NEWS

WORLD PREMIERE OF LEONARD KASTLE'S "BRIGHAM YOUNG"

WILL OPEN 12TH SEASON OF THE NBC OPERA COMPANY

- - -

1960-61 Schedule of Operas in English on NBC Television Network

Also Includes "Boris Godunov," "The Love of Three Kings"

And "Amahl and the Night Visitors."

FOR RELEASE MONDAY A.M., MAY 9

The world premiere of a new American opera -- "Brigham Young" by Leonard Kastle -- will open the 12th season of the NBC Opera Company in November, it was announced by producer Samuel Chotzinoff. Other operas to be presented in the 1960-61 season on the NBC-TV Network will include "Boris Godunov" by Moussorgsky, "The Love of Three Kings" by Montemezzi and "Amahl and the Night Visitors" by Menotti.

"Brigham Young" (formerly titled "Deseret") was composed by Kastle to a libretto by Ann Howard Bailey. It tells the story of Brigham Young, leader of the Mormon colony, Deseret, and his impending final marriage.

Kastle has been represented on NBC-TV by presentation of his 13-minute opera, "The Swing." His song cycle on poems of Robert Frost also was presented on TV. "From a Whitman Reader," for singer and orchestra, was performed in concert and broadcast last year by the Oklahoma Symphony Orchestra. Next season a new Kastle piano concerto will be introduced by Sylvia Zaremba with several orchestras. Cellist Gerald Warburg is currently introducing a Kastle composition in his tour of Europe. The Spoleto Festival was the locale for the premiere of his Violin and Piano Sonata.

(more)



Miss Bailey won the Christopher Award for her teleplay, "The Narrow Man."

"Brigham Young" will be colorcast Saturday, Nov. 12 (NBC-TV Network (4-6 p.m. EST). "Amahl" will be presented in December on a date to be announced. Other dates for the NBC Opera Company season will be Sundays Feb. 5 and March 26. The order of "Boris" and "The Love of Three Kings" depends on casting.

All of the operas, as in the past, will be given in English.

"The NBC Opera Company has always considered it a prime obligation to perform new operas," said Chotzinoff. "I am pleased to have found this fine work which I regard as worthy of presentation to a nationwide audience," he added.

The NBC Opera Company has given many world premieres as well as American premieres. Menotti's "Amahl" and "Maria Golovin," Martinu's "The Marriage," Hollingsworth's "Grande Breteche" and Foss's "Griffelkin" had their world premieres with the NBC Opera Company. NBC also gave the first American production of Prokofiev's "War and Peace," Britten's "Billy Budd," the original version of Richard Strauss' "The Would-Be Gentleman" ("Ariadne") and the professional premiere of Bernstein's "Trouble in Tahiti."

The 11th season of the NBC Opera Company, just concluded, brought high critical praise to producer Chotzinoff and his staff for "Fidelio," "Amahl," "Cavalleria Rusticana" and "Don Giovanni." The last named brought the largest mail response in the opera company's 11-year history and an estimated 10 million people saw the colorcast.

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NBC-New York, 5/6/60





# NBC TELEVISION NETWORK NEWS

May 6, 1960

## 'KICKSVILLE, USA'

Divergent Views in Solving Problem of Drug Addiction in Nation  
Will Be Explored in Telecast on 'World Wide 60';  
Authorities and Addicts to Be Interviewed

Drug addiction, a problem in human suffering which channels millions of dollars yearly into the pockets of international racketeers, will be examined in "Kicksville, USA" on the NBC-TV Network's "World Wide 60" series Saturday, June 4 (9:30-10:30 p.m. EDT).

The telecast, narrated by Frank Blair, will show how a unified approach to this problem is prevented by widely divergent points of view among legislators, jurists, law enforcement officials and members of the medical profession. At one end of the scale are those favoring longer prison sentences for narcotics offenders; at the other are those who believe that addiction should be treated as an illness instead of a crime. The documentary will feature interviews in which the various opinions are expressed or light is shed on some aspect of this controversial subject.

The filmed program also will present interviews in which addicts relate true experiences. A young man

(more)





2 - 'Kicksville, USA'

tells how he steals to support his habit, a woman explains that her addiction led her into prostitution, and a man describes the shadow-world in which the addict, a quasi-criminal, lives in fear.

"Kicksville" is the addict's own word for any place where he can "kick" his habit, that is, withdraw from the physical, chemical hold that opiates develop on the human body. The program shows how patients at the Federal Narcotics Hospital at Lexington, Ky., are withdrawn from opiates and are rehabilitated. It makes the point that this course is open to only a minority of the nation's addicts. The three Federal hospitals providing this treatment are overcrowded and their waiting lists are long. Most addicts must withdraw "cold turkey" -- that is, without medication.

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NBC-New York, 5/6/60



NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of May 15 - 21 (All Times EDT)

Sunday, May 15

8-9 p.m. -- "Music on Ice" - ice show series with Johnny Desmond as host. Tonight's show has an Oriental theme and is titled "Sing Song." Takechi Keigo and the Imperial Japanese Dancers are in tonight's cast.

9-10 p.m. -- "The Chevy Show" - Carl Reiner is tonight's host. Jane Powell and Julie London are guests. Audrey Meadows and Jose Ferrer are special guests.

Monday through Friday, May 16-20

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

11-11:30 a.m. -- "The Price Is Right" - Jack Narz emcees for vacationing Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

Monday, May 16

10-11 p.m. -- "The Steve Allen Plymouth Show" - Ginger Rogers and Erroll Garner are Steve's guests.

Tuesday, May 17

8:30-9:30 p.m. -- "Ford Startime" presents "The Wicked Scheme of Jebal Deeks" starring Alec Guinness. (Repeat)

9:30-10 p.m. -- "The Arthur Murray Party" - Arlene Francis, Phyllis Kirk and Basil Rathbone are guests.

(more)





## 2 - NBC-TV Network Colorcast Schedule

### Wednesday, May 18

8:30-9 p.m. -- "The Price Is Right" - Jack Narz emcees for vacationing Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - with tonight's guests Della Reese, Jose Greco, Edith Adams and Ray Walston.

### Thursday, May 19

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest singer Frankie Vaughan.

### Friday, May 20

8:30-9:30 p.m. -- "The Jerry Lewis Show"

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

### Saturday, May 21

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Philip Diederheimer Story," with guest star John Beal.

\* \* \*

### Correction of May Colorcast Schedule

#### Monday, May 23

7:30-8:30 p.m. Add: "Riverboat" - "Night at Trapper's Landing."  
(Repeat)

10-11 p.m. Kill: "The Steve Allen Plymouth Show." This program is pre-empted tonight only by the "Dow Hour of Great Mysteries" production of "The Woman in White," telecast in black and white only.





2-X-H

NBC TRADE NEWS

May 9, 1960

'THE LAWLESS YEARS' TO RETURN IN FALL UNDER SPONSORSHIP  
OF ALBERTO-CULVER COMPANY ON NBC-TV NETWORK

"The Lawless Years," the NBC-TV series based on the real-life adventures of Barney Ruditsky, retired New York policeman, will return in the Fall under the sponsorship of the Alberto-Culver Company, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The series, with James Gregory as Ruditsky, will be telecast Thursdays 10:30-11 p.m. (NYT). It first started on NBC-TV on April 5, 1959. "The Lawless Years" is set in the 1920s, when the speakeasy, the flapper and bathtub gin were representative of the period.

The Alberto-Culver purchase was placed through Wade Advertising, Inc. The firm will also sponsor "The Barbara Stanwyck Theater" and "Dante" during the 1960-61 season.

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May 9, 1960

TWO NEW HALF-HOUR FILMED SERIES--'HAPPY' (SITUATION COMEDY)  
AND 'TATE' (WESTERN)--TO BE PRESENTED ON NBC-TV NETWORK  
WEDNESDAYS IN TIME-SPOT OF VACATIONING PERRY COMO SHOW

- - -

Summer Programs Will Also Be Sponsored by Kraft Foods

"Happy" and "Tate" -- a situation comedy and a Western series, respectively -- will be presented on the NBC-TV Network Wednesday nights (9-10 p.m. EDT) during the Summer in place of the vacationing "Perry Como's Kraft Music Hall" starting June 8.

The two new half-hour shows (in black and white only), produced by Como's Roncom Video Films, Inc., will be sponsored by Kraft Foods Division of National Dairy Products Corporation through the J. Walter Thompson Company advertising agency. Both productions will be filmed at 20th Century-Fox Studios in Hollywood.

"Happy," which will be telecast in the 9-9:30 p.m. EDT period, features a "talking baby" and revolves about the infant's young parents, who run a motel, and their uncle, who "runs them."

"Happy" stars Yvonne Lime and Ronnie Burns as Sally and Christopher Day, parents of Christopher Hapgood Day -- the title subject -- played by twins David and Steven Born, who spell each other because of time problems concerned with filming infants. Character actor Lloyd Corrigan portrays uncle Charlie Dooley.

"Tate," starring newcomer David McLean in the title role, will be telecast from 9:30-10 p.m. EDT. It concerns a vagabond Robin Hood of the West who deals in bullets for justice during the post-  
(more)





Civil War period. A lone gunfighter, whose left arm was blasted into uselessness during the war, Tate turned to his profession when he could get only unexciting and poorly paid jobs after the hostilities. He covers his shattered left hand, wrist and forearm in a neat rawhide-stitched black leather casing from his fingertips to up over his elbow. His handicap doesn't interfere with his dexterity as a fast draw.

Ronnie Burns, son of George Burns and Gracie Allen, has been featured on numerous TV productions including "The Burns and Allen Show," "G. E. Theatre," "The Steve Allen Show," "Playhouse 90" and "The George Burns Show." Yvonne Lime has appeared in more than 33 TV shows including "Father Knows Best," "The Thin Man," "Bat Masterson" and "The Millionaire." Her film credits include "The Rainmaker," "Loving You" and "Untamed Youth." Lloyd Corrigan has written, acted and directed for films. His direction of the short, "La Cuccaracia," won him an Academy Award. He has numerous TV credits and performed in several series -- "Willy," "The Ray Milland Show" and as Ned Buntline in the "Wyatt Earp" series.

David McLean, who stars in the title role of "Tate," has appeared on TV (except for a few commercials) only three times -- in "I Led Three Lives," "Sugarfoot" and "Maverick." He studied drama at the Cleveland Playhouse, Akron's Coach House Theatre and Geller's Work Shop in Los Angeles. McLean also performed in Summer stock and appeared with Joan Fontaine in the film, "Affairs of Susan."

Alvin Cooperman is executive producer of "Happy." Manny Rosenberg is producer, with various directors and writers. Cooperman also is executive producer of "Tate." Shelley Hull is producer of the series written and created by Harry Julian Fink. Various writers and directors will be represented in the series.





# NBC TELEVISION NETWORK NEWS

May 9, 1960

'TODAY' WILL CARRY DAILY REPORTS ON SUMMIT CONFERENCE;  
JET PLANES WILL RUSH SPECIAL FILMS FROM PARIS TO N.Y.

NBC-TV Network's "Today" will carry daily reports of the Summit Conference in Paris, starting Monday, May 16, opening day of the meeting.

The filmed reports will be presented each morning at 7:20 a.m. EDT. They will be preceded by a newscast with Frank Blair giving the latest developments of the conference.

The first report, Monday, May 16, will deal with the personalities involved in the conference and the issues they are likely to take up during the meeting. It will also include background material on the conference and film of the meeting site.

On Wednesday, May 18, in addition to the daily report, "Today" will present a seven-minute feature on the conference as seen through the eyes of European political cartoonists.

The day following the meeting's conclusion, "Today" will devote a portion of its program to interviews with foreign ministers (or their representatives) of the four powers involved in the talks. They will be asked to discuss results of the conference and how, in their opinion, it will effect the world situation.

Martin Agronsky, correspondent, and Charles Jones, director, both of NBC News, are in Europe on special assignment for "Today." They will prepare the special reports at the conference site. The film will be flown by jet to New York for insertion on "Today" each morning.

("Today" is telecast on the NBC-TV Network Monday through Friday, 7-9 a.m. EDT).

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NBC-TV NETWORK PROGRAM

FILMED INTERVIEW OF EAST GERMANY'S COMMUNIST LEADER ULBRICHT  
BY NBC NEWSMAN MARTIN AGRONSKY TO BE PRESENTED ON 'TODAY'

"Today" will carry an exclusive interview with East Germany's Communist leader Walter Ulbricht Thursday, May 12 in the 7-7:30 a.m. EDT segment of the NBC-TV Network program.

Martin Agronsky of NBC News, working on special assignment for "Today," will interview Ulbricht in East Berlin Tuesday (May 10). Charles Jones will direct the filming of the interview. The film, which will be approximately 15 minutes in length, will then be flown by jet back to New York for the May 12 presentation on "Today."

As Ulbricht does not speak English, a voice-over translation will accompany the interview.

("Today" is presented Monday through Friday, 7-9 a.m. EDT.)

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NBC-New York, 5/9/60





# NBC TELEVISION NETWORK NEWS

May 9, 1960

## TO THE SUMMIT

NBC-TV Network to Present 4 Special Nighttime Programs Covering  
Summit Conference in 'Journey to Understanding' Series

Four special nighttime programs covering the Summit Conference of top American, British, French and Russian leaders in Paris will be presented on the NBC-TV Network as part of the "Journey to Understanding" series.

The telecasts are: a preview of the Summit on Saturday, May 14 (8:30-9 p.m. EDT); coverage of the start of the conference to be telecast Tuesday, May 17 (10:30-11 p.m. EDT); a progress report on Thursday, May 19 (10:30-11:30 p.m. EDT), and a program on the significance of the meetings Saturday, May 21 (9:30-10:30 p.m. EDT). The first program will include an interview with West German Chancellor Konrad Adenauer.

NBC News will send a staff of 32 correspondents and technicians to Paris to cover the Summit meeting. For fast film reports, the network will use the trans-Atlantic cable film system which it shares exclusively with the British Broadcasting Corporation. For more extensive coverage, it will use film and video tape flown from Europe by jet and telecast from a special studio set up at New York's Idlewild Airport. Frank McGee will be the New York commentator on the four programs, which Lou Hazam will produce.

(more)





The May 14 program will cover the arrivals of President Eisenhower and British Prime Minister Harold Macmillan in Paris. NBC News correspondent John Rich will report on German attitudes toward the meeting and will be seen enroute to Paris from his bureau in West Berlin. Correspondent Joseph Michaels will comment from Moscow on the Soviet viewpoint. Correspondents Joseph C. Harsh, Edwin Newman, and Ray Scherer will report from Paris on, respectively, the British, French and American approaches to the Summit.

The May 17 telecast will include an hour-by-hour summary of events during the first day of the meeting, showing the activity around the Elysees Palace as the day progresses from sunset to sundown. Edwin Newman will lead a discussion of other NBC News correspondents on how the day's events have affected the positions of the four participants -- Eisenhower, Macmillan, French President De Gaulle and Soviet Premier Khrushchev.

The May 19 program will be a progress report on the conference to that date. NBC News correspondents plan to interview briefing officers of the four delegations, to gauge the reactions of everyday Parisians, to report on the colorful events surrounding the Summit and to discuss the direction that the talks may be taking.

The May 21 telecast will summarize the week's events and will examine the long-range significance of the conference. It will cover Washington reaction to the meeting and last-minute reports from Paris by cable film and radio. White House correspondent Ray Scherer will discuss the Summit as it may affect President Eisenhower's trip to Russia this Summer.

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NBC-New York, 5/9/60



NBC COLOR TELEVISION NEWS



May 9, 1960

CREDITS FOR 'MUSIC ON ICE' COLORCASTS ON NBC-TV NETWORK

TITLE: "Music on Ice"

TIME: NBC-TV Network colorcasts, Sundays, 8-9 p.m.  
EDT, (began May 8, 1960).

FORMAT: Variety ice show

HOST: Johnny Desmond

WITH: Jacqueline du Bief, the Skip Jacks, the  
Dancing Blades, and guest performers

PRODUCER: George Charles

DIRECTOR: Grey Lockwood

WRITER: Joel Bigelow

SET DESIGNER: Herb Andrews and Bruno Maine

MUSICAL DIRECTOR: Robert Boucher

CHOREOGRAPHERS: Ray Frost and Ken Springer

COSTUME DESIGNER: Winniford Morton

ASSISTANT TO THE  
PRODUCER: Ronnie Avedon

EXECUTIVE PRODUCER: Robert C. Rothafel

ORIGINATION: NBC Color Studios, Brooklyn, N. Y.

NBC PRESS REPRESENTATIVE: Noreen Sherlock (New York)

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2-X-H

NBC TRADE NEWS

May 10, 1960

DU PONT PURCHASES SPONSORSHIP IN 'RIVERBOAT' AND 'OUTLAWS'  
ON THE NBC TELEVISION NETWORK DURING THE 1960-61 SEASON

E. I. du Pont de Nemours & Company Inc. has purchased sponsorship in "Riverboat" and "Outlaws," two hour-long series to be telecast by NBC-TV during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Outlaws," the new NBC-TV series to premiere in the Fall, is a Western adventure centering around famous outlaws of the Oklahoma Territory in the 1890s, with film star Barton MacLane as U. S. Marshal Evett Caine.

"Riverboat" stars Darren McGavin as the captain of the sternwheeler "Enterprise" in a series of adventures on the Mississippi River after the Civil War, with different guest stars in each episode.

"Riverboat" will continue to be telecast on Mondays, 7:30-8:30 p.m. (NYT) in the Fall, with "Outlaws" scheduled for Thursdays, 7:30-8:30 p.m. (NYT).

The purchases were placed through Batten, Barton, Durstine & Osborn Inc.

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May 10, 1960

'HOW TALL IS A GIANT?'--DRAMATIC STORY OF MEXICAN BOYS  
WHO WON LITTLE LEAGUE WORLD SERIES--TO BE TELECAST  
BY NBC-TV WITH PROCTER & GAMBLE AS SPONSOR

"How Tall Is a Giant?" -- the poignant and dramatic story of how 14 pint-sized, impoverished Mexican boys gave the United States a lesson in "beisbol" and courage and won the Little League World Series in 1957 -- will be a special 90-minute program on the NBC Television Network Tuesday, June 14 (8:30-10 p.m. EDT, in black and white only).

Sponsored by the Procter & Gamble Company through Benton & Bowles, Inc., "How Tall Is a Giant?" will be a television presentation of a Mexican art motion picture, "The Little Giants" ("Los Pequenos Gigantes"), which had its world premiere last week in Monterrey, Mexico, home of the barnstorming little ballplayers who captured American hearts three years ago by their conduct on and off the baseball diamond.

An outstanding entertainer and a veteran major league baseball star, both to be announced, will serve as co-hosts of the telecast.

"How Tall Is a Giant?" was filmed in Monterrey, Texas and Williamsport, Pa., home of the Little League World Series, by Olmec Productions, a Mexican motion picture company. It was produced by

(more)





## 2 - 'How Tall Is a Giant?'

George P. Werker, directed by Hugo Mozo and written by Mozo and Eduardo Bueno. The filming was done in cooperation with the Mexican government, as a symbol of United States-Mexico friendship.

There are no professional actors in the cast, which includes the 14 boys who comprised the Monterrey baseball team; their coach, Cesar Faz, a Texas-born Monterrey resident who has become Mexico's "Senor Beisbol"; and their manager, Harold "Lucky" Haskins, an American school teacher in Monterrey. Cesar Faz is the narrator.

Faz describes the film as "neither a documentary nor a baseball film, but the heartwarming story of how kids from homes where wages barely brought corn can, when given a chance to play organized baseball, accomplish miracles in human relations as well as sport."

Highlighted in the story of Mexico's "wonder kids" are Angel Macias, a 12-year-old 88-pounder who pitched the only perfect game (no hits, no runs, no one allowed to reach first base) in Little League World Series history, and perhaps the only ambidextrous pitcher in baseball history; and home-run hitter Fidel Ruiz -- both of whom had to overcome fears of "Yanqui" hostility to Mexicans during the Mexican team's 13-game sweep through the United States.

Other boys (portraying themselves) in the cast include Enrique Suarez, Norberto Villarreal, Gerrardo "Pini" Gonzalez, Jose "Pepe" Maiz, Rafael Estrello, Jesus Contreras, Roberto Mendiola, Ricardo Trevino, Mario Ontiveros, Baltazar Charles, Francisco Aguilar and Alfonso Cortes.

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NBC-New York, 5/10/60



**THE NATIONAL BROADCASTING COMPANY**

*Rockefeller Plaza, New York 20, N. Y.*

May 10, 1960

The National Broadcasting Company issued the following statement yesterday in response to requests for comment on petitions filed by the Westinghouse Broadcasting Company and the Chronicle Publishing Company in the United States District Court in Philadelphia, seeking to intervene to attack NBC's proposed station transactions (these transactions involve the exchange of NBC's Philadelphia stations for stations in Boston and a proposed acquisition by NBC of a station in San Francisco):

The transactions in question were undertaken by NBC under the terms of a Consent Decree of the District Court, entered as a result of an agreement between NBC and the Department of Justice and approved by the District Court.

When the decree was approved by the court, it was described by the Department of Justice as being "in the public interest and fair and equitable to both sides." It specifies that any action under it can be taken only by the parties to the original proceeding and "no one else." Under the decree, the Department had until Monday, May 9, to file any objections to the transactions.

(more)





2 - NBC Statement

Over the past weeks, the Department has conducted an exhaustive investigation into all phases of the transactions. As a result of this investigation, it has advised the court that it is interposing no objection to the transactions.

NBC believes that under the terms of the decree, Westinghouse and the Chronicle have no standing to intervene in the matter before the District Court, and that their petitions raise no questions of substance. They are apparently based on the circumstance that if NBC acquires stations in Boston and San Francisco, Westinghouse and the Chronicle will have to seek affiliations with another network. Although NBC is flattered that Westinghouse regards as injurious the prospect of switching its affiliation from NBC to another network, the law provides that networks and stations must be free to change affiliations every two years. This privilege has been exercised by stations as well as networks, as was the case with Westinghouse itself when it switched its network affiliation in Pittsburgh.

In filing their petitions, Westinghouse and the Chronicle are seeking to place their private interests above the public interest which the Consent Decree was designed to serve.

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NBC-New York, 5/10/60



NBC-TV NETWORK PERSONALITY BILL WENDELL AND HIS FAMILY NAMED  
ALL-AMERICAN N. Y. STATE FAMILY FOR NATIONWIDE CONTEST

The W. J. ("Bill") Wendell family of Yonkers, N.Y., has been named the 1960 All-American New York State Family in the second nationwide All-American Family Search.

Bill Wendell is an NBC-TV Network personality, currently serving as host of "Adventure Time" (Monday through Friday, 4:30 p.m. EDT). Together with his wife and children -- Anne, 11; Elizabeth, 9; Billy Jr., 8; Fran, 5, and Stacy, 1 -- they will represent New York at the All-American Family Conference at Lehigh Acres, Fla., from May 24 to June 1.

Announcement of the selection was made by Mrs. Paul Nosal, chairman of the All-American Family Search state selection committee and director of the Junior Clubs of the New York State Federation of Women's Clubs. The search is being conducted by the Book of Knowledge in the interest of "family unity, for a better community."

At the Florida conference, the Wendells may be chosen to represent the nation as the 1960 All-American Family. They will stay a week with a distinguished board of judges and 50 other families from all the states and the District of Columbia. From their number, after a week of interviews and panel discussions, the nation's "most representative family" will be chosen.

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NBC-New York, 5/10/60





CREDITS FOR 'REPORT FROM OUTER SPACE' SATURDAY, MAY 14  
IN 'WORLD WIDE 60' SERIES ON NBC-TV NETWORK

TIME: NBC-TV Network, Saturday, May 14 (9:30 to  
10:30 p.m. EDT)

DESCRIPTION: An examination of plans and projects by the  
United States to explore space. The tele-  
cast will feature interviews in which  
experts explain progress to date in this  
new scientific field and discuss the  
probable effects of space exploration.

SERIES HOST: Frank McGee

REPORTERS: David Brinkley and Peter Hackes, NBC News  
Washington, and Roy Neal, NBC News Los  
Angeles

PARTICIPANTS: Dr. T. Keith Glennan, administrator of the  
National Aeronautics and Space Administration;  
Dr. Abe Silverstein, director of Space  
Flight Development for NASA; Dr. Robert  
Jastrow, chief of the Theoretical Division  
of NASA's Goddard Space Flight Center;  
Dr. William Howells, professor of anthro-  
pology at Harvard University; Dr. Otto  
Struve, director of the National Radio  
Astronomy Observatory; and Dr. Frank Drake,  
director of the Observatory's Project OZMA.

\* \* \*

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2 - Cast and Credits -- 'Report from Outer Space'

PRODUCER: Robert G. Abernethy  
DIRECTOR: Ralph H. Peterson  
CONSULTANT: Robert Northshield  
WEST COAST DIRECTOR: Richard Weinberg  
ASSOCIATE DIRECTOR: Don McDonough  
UNIT MANAGER: Leo W. McDonald  
TECHNICAL DIRECTOR: Leon Chromak  
FILM EDITOR: Loftus McDonough  
SCENIC DESIGNER: Warren Clymer  
GRAPHIC ARTS BY Gary Labby and William Kreps  
AUDIO BY Richard Edwards  
VIDEO BY Joe Szabo and Robert Epstein  
CAMERAMEN: G. Bradford Kress and Dexter Alley  
SOUNDMAN: John Langenegger

\* \* \*

"Report from Outer Space" will be recorded on video tape.  
The telecast is being produced under supervision of Julian Goodman,  
Director of News and Public Affairs, NBC News, and Elmer W. Lower,  
Manager, NBC News Washington.

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NBC-New York, 5/10/60





NBC TRADE NEWS

May 11, 1960

FORD TO SPONSOR 'WRANGLER,' NEW WESTERN ADVENTURE SERIES  
TO BE TELECAST IN SUMMER ON NBC-TV NETWORK

"Wrangler," a new weekly Western adventure series starring Jason Evers, will start Thursday, July 7 on the NBC-TV Network (9:30 p.m. EDT).

The series, scheduled for the Summer in the time period of "The Ford Show," will be telecast in black and white only, on video tape.

"Wrangler" will be sponsored by the Ford Division of the Ford Motor Company, through J. Walter Thompson Co. "The Ford Show" colorcast series, starring Tennessee Ernie Ford, will return in the Fall on a date to be announced.

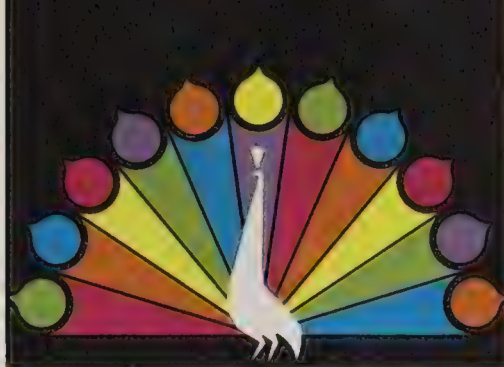
On "Wrangler," Evers will play Pitcairn, an alert, intelligent wanderer whose adventures take him to lumber camps, to ranches, on cattle drives, on hunting expeditions and other exciting activities and areas of the old West.

Shooting for the series will start soon, with Paul Harrison as producer-director. Gene Roddenberry is the writer and Charles Irving the executive producer. It will be produced by Hollis Productions.

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NBC COLOR TELEVISION NEWS



May 11, 1960

'THE JERRY LEWIS SHOW'

Host Jerry Will Have Eddie Fisher as Guest on Colorcast  
of Friday, May 20, Sponsored by Proctor Electric Co.

Comedy star Jerry Lewis will have singing star Eddie Fisher as his guest on "The Jerry Lewis Show," full-hour colorcast over the NBC-TV Network Friday, May 20 (8:30-9:30 p.m. EDT).

Jerry and Eddie will team in a comedy sketch and Eddie will sing. Jerry will do a satire on "The Good Old Summertime," and plans to spoof TV Westerns in another skit. Other show segments are being formulated to round out Jerry's final TV presentation of the season.

"The Jerry Lewis Show" is sponsored by the Proctor Electric Company through the Weiss and Geller Inc. advertising agency. Ernest D. Glucksman is executive producer and the show will be co-directed by Roy Montgomery and Jerry Lewis.

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# NBC TELEVISION NETWORK NEWS

May 11, 1960

## HOW GOOD IS TODAY'S AMERICAN SOLDIER?

- - -

"The American Fighting Man," NBC Special Projects Telecast  
on "World Wide 60," Will Study Pros and Cons of Question

How good is today's American soldier? Good, bad, or indifferent?

Pros and cons of this vital question -- on which the security of the nation depends -- will be presented in "The American Fighting Man," a Special Projects program to be telecast by "World Wide 60" on the NBC-TV Network Saturday, May 28 (9:30-10:30 p.m. EDT). The program was filmed for "World Wide 60" in Korea and in various parts of the U. S.

Always in the past, the American fighting man has risen to the occasion whenever his country was threatened. But what about today's fighting man? Is he the same old American breed? Or is he spoiled, spineless, unfit -- the flabby product of a soft society? Some military and manpower experts think this, and have alarming facts and figures to back their stand.

The program, subtitled "Korea Plus 10," will include a strong indictment of the American fighting man by Hanson Baldwin, military columnist for the New York Times.

Taking an opposing view will be General S. L. A. Marshall, another of America's leading military observers, chief editorial writer for the Detroit News, author of "Pork Chop Hill" and a dozen other books on fighting men.

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A third view will come from Dr. Howard Rusk, whose field is the rehabilitation of disabled people. Dr. Rusk, who is professor and chairman of the Department of Rehabilitation and Physical Medicine, New York University College of Medicine, during the past 10 years has been to more than 40 foreign countries at the request of the World Health Organization, the World Rehabilitation Fund and the United Nations. His tours included four trips to Korea for the American Korean Foundation.

After the experts disagree, viewers will hear five bull sessions -- men talking about military service in this age. The five groups are:

A group of soldiers on outpost duty along the demilitarized zone in Korea.

A group of high school students at Menlo Park, Calif., talking about the draft they face.

Five soldiers -- two-year draftees -- off-duty in a Korean tea house.

A group of college students who will be graduating from Stanford University at Palo Alto, Calif., talking about issues of responsibility in an uneasy world.

Old Army career soldiers -- six master sergeants -- talking in their club on a post in Korea.

A filmed meeting across barbed wire on the 38th Parallel in Korea of Joint Observer Team Number Three will be a notable feature of the program. The principals are Lt. Col. Geoffrey Smith, an American officer, and Lt. Col. Kim, of the North Korean People's Army. Their mission: to keep the truce.

(more)





3 - 'The American Fighting Man'

In a backward glance at the nation's history, the program will portray (through still pictures) the role of the American fighting man in the Revolution, the War of 1812, the Civil War, the Spanish-American War, and (through motion picture film) in World War I, World War II, and the Korean War.

The role of missiles, the Atlas and the Navy's Polaris among them, also will figure prominently in the program.

John Goetz is producer of "The American Fighting Man." Martin Hoade is the director. Ben Grauer is narrator.

The Longines-Wittnauer Watch Co., Inc., is the sponsor.

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NBC-New York, 5/11/60

In a feature of the program, the role of the American fighter  
in the Revolution, the War of 1812, the Civil War, the Spanish-  
American War, and (through motion picture film) in World War I,  
World War II, and the Korean War.  
The role of missiles, the Atlas and the Navy's Polaris program,  
will also figure prominently in the program.  
John Gots is producer of "The American Fighting Man."  
Martin Hesse is the director. Ben Greenwald is narrator.  
The Longines-Wittnauer Watch Co., Inc., is the sponsor.

CONFIDENTIAL

# NBC TELEVISION NETWORK NEWS

May 11, 1960

'BRIEFING SESSION,' EDUCATIONAL TV SERIES WITH AUTHORITIES  
DISCUSSING URGENT ISSUES, TO RESUME SOON

The news-making "Briefing Session," a TV program series providing background and informed discussion of pressing current issues by experts, will return to the air this month.

A new 13-week cycle, produced by NBC in partnership with the National Educational Television and Radio Center, will be released nationally to the country's educational TV stations, for which it is primarily intended, starting the week of May 22. NBC will distribute kinescopes to 37 stations of the National Educational Television network. (See below for starting dates.) After showing on the educational stations, the sessions will be telecast by many NBC affiliates.

The coming Presidential conventions and election will be emphasized in the new cycle, the fourth since the series began in March, 1958. It also will feature sessions devoted to responsibility of the mass media in an election year, federal spending, the farm problem, Cuba and the decline of U. S. optimism.

NBC News correspondents Leon Pearson and Merrill Mueller will be weekly moderator and facts communicator, respectively. Using film specially made for the series as well

(more)





## 2 - 'Briefing Session'

as material drawn from the NBC film library, Mueller will provide factual background as the prelude to each discussion.

Joel O'Brien will be the producer, and Frank Moriarity the director.

Subject of the first session will be "U. S. Complacency vs Soviet Power." Discussion participants will be Robert C. Sprague, former chairman of the Gaither Committee and chairman of the Board of Sprague Electric Company; Dr. Jerome Wiesner, director of electronic research, Massachusetts Institute of Technology, and J. Sterling Livingston, professor of business administration, Harvard University.

Among the prominent guests who will appear in subsequent sessions are Secretary of Agriculture Ezra Taft Benson, Senator Margaret Chase Smith (R.-Me.) and William Benton, publisher of the Encyclopedia Britannica and former U. S. Senator from Connecticut.

Following "U. S. Complacency vs Soviet Power," the subjects are expected to be: "Tightrope in Havana" (week of May 29), "Can the U. S. Economy Afford Disarmament?" (week of June 5), "The Farm Problem: Surplus and Subsidy" (week of June 12), "Federal Spending and Responsibility" (week of June 19), "Fear in Perspective: Post Mortem for the Summit" (week of June 26), "Communications in an Election Year" (week of July 3), "What Choice for the People?" (week of July 10), "Wanted for President" (week of July 17), topic to be announced (week of July 24), "Kingmakers in a Democracy," filmed at the Democratic National Convention in Los Angeles (week of July 31), special filmed at the Republican National Convention in Chicago (week of Aug. 7), and "What Happened to U. S. Optimism?" (week of Aug. 14).

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NBC-New York, 5/11/60





NBC NEWS LEADS FIELD IN SWIFT REPORTING  
OF WEST VIRGINIA PRIMARY RETURNS

NBC News consistently was ahead of all other news media in reporting the voting in the West Virginia Democratic Presidential preference primary, William R. McAndrew, Vice President, NBC News, announced today. At one time, he said, NBC reports were 30 to 45 minutes ahead of wire service returns.

Mr. McAndrew said NBC News had a reporter in each of West Virginia's 55 counties during the tabulation of votes. The figures were telephoned to WSAZ and WSAZ-TV, NBC's affiliated stations in Charleston-Huntington, W. Va., where the special coverage on the NBC-TV Network and the NBC Radio Network originated. Elmer W. Lower, Manager, NBC News Washington, directed the coverage.

The television coverage included three special programs to the three time zones Tuesday night (May 10) at 11:15 p.m. and 12:15 and 2:15 a.m. and bulletins beginning at 10:02 p.m. (all times EDT). Radio reports were broadcast on the "NBC News-on-the-Hour" programs from 10 p.m. through 2 a.m. EDT. In between these scheduled broadcasts, information was fed to the NBC Radio affiliated stations over the "hot line," starting at 11:36 p.m. EDT.

"Our coverage of this primary election demonstrated once again the kind of fast, accurate news operation for which NBC News is well known," Mr. McAndrew said. "In the same way, the NBC News organization will bring television viewers and radio listeners the fastest and fullest coverage of the 1960 political conventions, the Presidential campaigns and the November elections."

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# NBC TELEVISION NETWORK NEWS

May 11, 1960

Attention, Sports Editors

## WORLD'S TOP GOLFERS TO COMPETE

- - -

NBC-TV Network to Televisе Action in Final Round  
Of National Open Golf Championship

The windup of golfdom's number one classic -- the National Open Golf Championship -- will be televised for the seventh straight year by the NBC Television Network Saturday, June 18 at Cherry Hills Country Club near Denver, Colo., NBC Sports Director Tom S. Gallery announced today.

Coverage of the 60th annual National Open will be presented both on video tape and live from 9:30 to 10:30 p.m. EDT (6:30 to 7:30 p.m. MST in Denver). The telecast will include action at the 16th, 17th and 18th holes in the fourth and final round of the tournament.

A total of 150 of the world's best professional and amateur golfers will compete in this year's Open starting June 16 over the 7,004-yard par 71 Cherry Hills course, scene of the 1938 Open. The grueling 36-hole play on the final day, June 18, will be limited to the low 50 scorers, plus ties for 50th place, after the first two rounds.

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## 2 - National Open Golf

Prize money for the 72-hole championship test is a record \$50,000, with \$12,000 going to the winner. Except for 21 exempt golfers, all Open contestants will be the survivors of a double qualifying system at 59 local and 12 sectional tournaments throughout the country to reduce the record field of about 2,460 registrants.

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NBC-New York, 5/11/60







May 11, 1960

PRODUCER ROBERT STEVENS ANNOUNCES SIX STORIES FOR NEW  
'MOMENT OF FEAR' FULL-HOUR FRIDAY COLORCAST SERIES

Robert Stevens, producer of NBC-TV Network's live, one-hour color series, "Moment of Fear," scheduled Friday nights (10-11 p.m. EDT) starting July 1, today announced the selection of six suspense stories for the series. Stevens himself will produce and direct the first two presentations, as well as one of the productions scheduled for August.

The six stories follow:

Friday, July 1 (series premiere) -- "The Third Party" an original teleplay by James Yaffee. It tells the story of tense events which follow the sudden death of a presidential candidate on the eve of a national election. The story will be set in 1972.

Friday, July 8 (No title set) -- Television writer Ernest Kinoy will adapt a short story by Fritz Leiber concerning three college professors' wives who indulge in occult practices to further the careers of their respective husbands.

Friday, July 22 -- "The Golden Deed," adapted by Mel Goldberg from a new novel by Andrew Garve. It is about residents of a small town drawn into a trap of fear by a

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benefactor, who takes advantage of their gratitude to involve them in an elaborate confidence game. This production will be directed by George Keathley.

Friday, July 29 -- "Judgment on Diaz" adapted by David Davidson from a novel by Eric Ambler. The story, originally written against a European background, will be changed to a South American setting and deals with the behind-the-scenes discoveries of an American reporter assigned to cover the trial of a man charged with plotting the assassination of a totalitarian leader.

Friday, Aug. 12 -- "Fire by Night," adapted by David Davidson from a short story by Cornell Woolrich, focuses upon a man's shock as he discovers (while investigating a series of fires for an insurance company) that the most conclusive proof points to his own wife as the arsonist.

Friday, Aug. 19 -- "Caves of Steel," adapted by James Yaffee from a science-fiction novel by Isaac Asimov will be directed by Robert Stevens. It concerns the strange partnership between a human and a "humanoid" (a robot who resembles a human) who team up to solve a crime.

Announcement of additional properties and directorial assignments will be made by Stevens at a later date. It is his plan to use new directorial talent in order to give capable newcomers an opportunity to display their ability in a major network production. The programs will originate in the NBC Brooklyn (N. Y.) color studios.

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NBC TELEVISION NETWORK NEWS

May 12, 1960

'WORLD WIDE 60' TO OFFER WIDE RANGE OF PROGRAMS ON RELIGION,  
THE ARTS, SCIENCE AND OTHER THEMES FOR NEW SEASON

- - -

New Network-Local Public Affairs Programming Concept Announced

A wide array of programs on religion, science and technology, music and the other arts, travel and topical subjects -- as well as a new concept permitting joint network and local public affairs programming -- will be presented when "World Wide 60" starts a new season on the NBC-TV Network Saturday, Nov. 12.

William R. McAndrew, Vice President, NBC News, announced that the 1960-1961 season of the full-hour nighttime series would include such varied subjects as "The Story of the Quakers," "The Undersea Frontier," "The Anatomy of Comedy," "The National Purpose," travel essays by David Brinkley, and the letters of Vincent Van Gogh.

Mr. McAndrew also announced a new concept under which "World Wide 60" will devote every third Saturday to a half-hour program, permitting local stations to use the remaining half-hour for their own public affairs telecasts. Some of these network half-hour programs will deal with community problems, such as schools and traffic, which can be followed by local studies of the same subjects. Other network half-hour telecasts will be devoted to experimental programs that may serve as prototypes for new series.

The network series, which will return to its present time period of 9:30-10:30 p.m. NYT, will draw on the resources of the

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world-wide NBC News organization and the network's Public Affairs and Program Departments. It will again be produced under supervision of Julian Goodman, Director of News and Public Affairs.

"World Wide 60" will present five religious programs. In addition to "The Story of the Quakers," there will be a series of four telecasts on "The World's Great Religions."

In the category of science and technology, there will be two programs produced by Don Hyatt and his Special Projects Unit. These are "The Day After Tomorrow," a look at the scientific world of the future, and "The Science of Gambling," the facts of gambling and its influence on American life.

Other science programs include studies of earthquakes and the possibility of life on other planets, both produced under supervision of Edward Stanley, Director of Public Affairs. Reuven Frank of NBC News will produce "The Undersea Frontier," examining the potentials of the sea as a place for mankind to live and to grow food.

Programs in the field of music and the other arts will cover the origins of American music, Pablo Casals at the Puerto Rican music festival, the influence of the American Theatre at home and abroad and "The Anatomy of Comedy," in which comedians and scientists will study the history of comedy and what makes people laugh.

Lou Hazam will use the letters of Vincent Van Gogh to trace the artist's life and compare his paintings with the landscapes he used as models. Hazam will draw on some of the techniques he used in "The Way of the Cross," the widely-acclaimed Easter Eve telecast on the life of Jesus.

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David Brinkley, who won praise for his "Our Man in the Mediterranean," is planning similar travel essays in locales including the Mississippi River Valley and Vienna.

Topical presentations will include "Projection 61," a year-end look at world problems, and "The National Purpose," a report on the findings of the Wriston Committee on National Goals.

The series' half-hour telecasts designed to be followed by local programming will cover such problems as schools, from both the student's and the teacher's points of view; highways and the problems of controlling traffic, and air pollution and what is being done to prevent it.

Several other half-hours will be devoted to experimental programs, including a telecast using new techniques to explore a famous personality.

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NBC-New York, 5/12/60



# NBC TELEVISION NETWORK NEWS

May 12, 1960

## SEVEN NEW PROGRAMS, INCLUDING THREE FULL-HOUR LIVE COLORCAST SERIES, TO HIGHLIGHT SUMMER EVENING PRIME TIME SCHEDULE ON NBC-TV NETWORK

Seven new programs, including three one-hour live colorcast series, will highlight the NBC-TV Network's weekly Summer evening prime time program schedule.

Twenty-five percent of the total number of telecasts will be in color and seven of the programs will be presented live. The schedule includes a reprise of some of the most popular of the past season's "Sunday Showcase" productions, as well as repeat episodes from the network's regular film series.

Following is a night-by-night rundown of the schedule (all times EDT):

### SUNDAY

7:00-8:00	OVERLAND TRAIL - repeats	June 12-Sept. 11
8:00-9:00	(N)MUSIC ON ICE - color, live	May 8-Sept. 11
9:00-10:00	(N)CHEVY MYSTERY SHOW - color, live	May 29-Sept. 25
10:00-10:30	LORETTA YOUNG SHOW - repeats	July 3-Sept. 11

### MONDAY

7:30-8:30	RIVERBOAT - repeats	April 25-Sept. 12
8:30-9:00	TALES OF WELLS FARGO - repeats	June 6-Aug. 29
9:00-9:30	PETER GUNN - repeats	June 20-Sept. 26
9:30-10:00	ALCOA-GOODYEAR-new shows & repeats	May 30-Sept. 19
10:00-11:00	SUMMER SPECIALS (color) repeats	June 13-Sept. 12

### TUESDAY

7:30-8:30	LARAMIE - repeats	April 26-Sept. 6
8:30-9:00	WICHITA TOWN - repeats	June 28-Sept. 6
9:00-9:30	RICHARD DIAMOND - repeats	June 28-Sept. 6
9:30-10:00	ARTHUR MURRAY PARTY - repeats, (color)	June 28-Sept. 6
10:00-10:30	M SQUAD - repeats	June 28-Sept. 13

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## 2 - Summer Programs

### WEDNESDAY

7:30-8:30	WAGON TRAIN - repeats	June 29-Sept. 21
8:30-9:00	THE PRICE IS RIGHT - continues, in color	
9:00-9:30	(N)HAPPY	June 8-Sept. 28
9:30-10:00	(N)TATE	June 8-Sept. 28
10:00-10:30	THIS IS YOUR LIFE - repeats	June 29-Sept. 21
10:30-11:00	PEOPLE ARE FUNNY - repeats	April 13-Sept. 7

### THURSDAY

7:30-8:00	LAW OF THE PLAINSMAN - repeats	May 12-Sept. 15
8:00-8:30	BAT MASTERSON - repeats	June 30-Sept. 15
8:30-9:00	PRODUCERS' CHOICE - repeats	March 31-Sept. 15
9:00-9:30	BACHELOR FATHER - repeats	June 16-Sept. 8
9:30-10:00	(N)WRANGLER	June 30-Sept. 22
10:00-10:30	GROUCHO MARX - repeats	June 23-Sept. 15

### FRIDAY

7:30-8:00	PLAY YOUR HUNCH - live	April 15-Sept. 2
8:00-8:30	(N)HEAD OF THE CLASS - live, color	June 24-Sept. 2
8:30-9:30	CIMARRON CITY - repeats	June 24-Sept. 23
9:30-10:00	MASQUERADE PARTY - continues, in color, through	Sept. 23
10:00-11:00	(N)MOMENT OF FEAR - live, color	July 1-Sept. 16

### SATURDAY

7:30-8:30	BONANZA - repeats, color	May 7-Sept. 3
8:30-9:00	MAN AND THE CHALLENGE - repeats	June 11-Sept. 3
9:00-9:30	THE DEPUTY - repeats	June 18-Sept. 17
9:30-10:30	PROJECT 20 - repeats	July 2-Sept. 17
10:30-11:00	MAN FROM INTERPOL - continues	through Oct. 22

\*N - New Program

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NBC-New York, 5/12/60



THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

BROADCASTING AND ADVERTISING CAN SURVIVE ONLY  
BY SELF-REGULATION, NBC'S JAMES A. STABILE  
STATES IN ADDRESS TO MINNEAPOLIS AD CLUB

MINNEAPOLIS, May 12 -- Broadcasting and advertising can continue and survive only by self-regulation, members of the Minneapolis Ad Club were told here today in a luncheon address by James A. Stabile, Vice President, Standards and Practices, of the National Broadcasting Company.

Speaking on the subject, "Meeting the Challenge to Broadcasting," Mr. Stabile discussed the industry's and NBC's efforts to correct abuses, establish needed standards and provide safeguards.

Mr. Stabile pointed out the broadcaster's responsibility to the public in providing the programs it wants and at the same time maintaining high standards. "We are obligated to present a service which will make a real contribution to the varying tastes and interests of the audience by presenting a balanced program schedule," he said.

Predicting that broadcasting would overcome its hurdles, Mr. Stabile concluded by stating that the industry would continue to serve the public interest, gain impact from improved technical procedures, and remain aware to program and advertising standards.

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PROGRAM: "Young Doctor Malone"

TIME: NBC-TV Network, Monday through Friday, 3 to 3:30 p.m. EDT.

FORMAT: Serial drama -- set in a Maryland college town -- about Dr. Jerry Malone, head of Valley Hospital; his wife Tracey; his adopted son, Dr. David Malone; Jill Malone, daughter of Jerry Malone; and the Bannisters, Jerry Malone's in-laws.

CAST:

Dr. Jerry Malone.....	William Prince
Tracey Malone.....	Augusta Dabney
Dr. David Malone.....	John Connell
Jill Malone.....	Freda Hollway
Emory Bannister.....	Judson Laire
Clare Bannister.....	Lesley Woods
Faye Bannister.....	Lenka Peterson
Dr. Stefan Koda.....	Michael Ingram
Dr. Eileen Seaton.....	Emily McLaughlin
Dr. Ted Powell.....	Peter Brandon

PRODUCER: Carol Irwin

ASSOCIATE PRODUCER: Doris Quinlan

DIRECTOR: Jim Young

WRITER: Harry Junkin

UNIT MANAGER: A. David Weisgal

MUSIC DIRECTOR: Billy Nalle

ORIGINAL STARTING DATE: Dec. 29, 1958

SPONSORS: Various

ORIGINATION: NBC studios, New York

NBC PRESS REPRESENTATIVE: Stan Appenzeller



REVISED CREDITS FOR 'FROM THESE ROOTS' ON NBC-TV NETWORK

PROGRAM: "From These Roots"

TIME: NBC-TV Network, Monday through Friday (3:30-4 p.m. EDT)

FORMAT: Serial drama based on the lives of the Fraser family in  
the small New England town of Strathfield.

CAST:

Liz Fraser Allen.....	Ann Flood
David Allen.....	Robert Mandan
Ben Fraser.....	Rod Hendrickson
Emily Benson.....	Helen Shields
Jim Benson.....	Henderson Forsythe
Lydia Benson.....	Sarah Hardy
Ben Fraser Jr.....	Frank Marth
Rose Fraser.....	Julie Bovasso
Dan Fraser.....	Dana White
Dr. Buck Weaver.....	Len Wayland
Maggie.....	Billie Lou Watt
Kass.....	Vera Allen
Tim Benson.....	John Stewart
Peggy Tomkins Benson.....	Ellen Madison
Judge Tomkins.....	Noel Leslie
Laura Tomkins.....	Audra Lindley
Col. Tomkins.....	Ward Costello
Fred Barnes.....	Lauren Gilbert
Mildred Barnes.....	Doris Dalton
Paul Hyams.....	Frank Milan
Lynn Franklin.....	Barbara Berjer
Lance Patterson.....	David Daniels

(more)





2 - Revised Credits -- 'From These Roots'

EXECUTIVE PRODUCER: John C. Greene  
PRODUCER: Paul Lammers  
DIRECTORS: Paul Lammers and Len Valenta  
WRITERS: John Pickard and Frank Provo  
UNIT MANAGER: Clem Egolf  
MUSIC BY: Clarke Morgan  
ORIGINAL STARTING DATE: June 30, 1958  
SPONSORS: Various  
ORIGINATION: NBC Studios, New York  
NBC PRESS REPRESENTATIVE: Stan Appenzeller

-----O-----

NBC-New York, 5/12/60



2-X-H

NBC TRADE NEWS

'THE FORD SHOW' COLORCASTS, STARRING TENNESSEE ERNIE,  
RENEWED ON THE NBC-TV NETWORK FOR 1960-61 SEASON

The Ford Division of the Ford Motor Company has renewed its sponsorship of "The Ford Show" starring Tennessee Ernie Ford on the NBC-TV Network during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The series will continue to be colorcast 9:30-10 p.m. (NYT) on Thursdays. It will begin its fifth season under Ford's sponsorship in the Fall. With Tennessee Ernie as star and host, the program presents other top performers as guest stars. One of the current season's highlights has been a special presentation of the Gilbert and Sullivan operetta, "H. M. S. Pinafore," which was repeated on May 5.

The Ford purchase was placed through J. Walter Thompson Company.

Ford previously renewed its sponsorship of "Wagon Train" for the season, with the National Biscuit Company as co-sponsor of the series.

Other purchases already announced for the 1960-61 season include the following:

Alberto-Culver Company and Singer Sewing Machine Company will sponsor the new series, "Dante." Bayuk Cigars, Inc., will again sponsor "Jackpot Bowling," which will have a new format next season with Milton Berle as emcee. E. I. du Pont de Nemours & Company Inc. has purchased sponsorship in "Riverboat" and "Outlaws," two hour-long series next season. Alberto-Culver Company will sponsor "The Lawless Years," which will return to NBC-TV in the Fall.

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NBC-New York, 5/13/60





## NBC TRADE NEWS

May 13, 1960

NET SALES TOTALING \$6,500,000 MADE BY NBC RADIO NETWORK SINCE FEBRUARY, BRINGING NET TOTAL SINCE JANUARY 1 TO \$12,500,000

Net sales totaling \$6,500,000 have been made by NBC Radio since February, it was announced today by William K. McDaniel, Vice President in charge of the NBC Radio Network. Combined with previously reported sales made by NBC Radio, total net sales since Jan. 1, 1960 are \$12,500,000

"We are now safe in predicting that 1960 will be the most successful year for the NBC Radio Network since the early fifties," Mr. McDaniel said. "We are enjoying this success primarily due to the new 'action concept' which we initiated the first of this year. By emphasizing a network format which gives affiliated stations the kind of service they cannot furnish themselves -- 'Monitor,' 'News-on-the-Hour,' increased news commentary and analysis, sports, special events and public affairs -- station clearances of network time have reached their highest level since before 1950. NBC Radio now has from 95 to 100 per cent clearances on all its programming.

"Such shows as 'News-on-the-Hour,' 'Monitor' sports, and the 'Monitor' features, such as Nichols and May, Bob Hope and others, are completely sold out for 1960."

Many special events including the Summer Olympics, the Mobil Economy Run and the World Series are sold out.

(more)



2 - Radio Sales

Included among the sponsors who have purchased time on NBC Radio since February are:

E. I. du Pont de Nemours & Co. (through Batten, Barton, Durstine & Osborn); Sylvania (through Kudner Advertising); Kraft Foods (through Foote, Cone & Belding -- Chicago); Alcoa -- Aluminum Co. of America -- (through Fuller & Smith & Ross -- Pittsburgh); Midas Muffler (through Edward H. Weiss and Co. -- Chicago); Life Magazine (through Young & Rubicam); Radio Corporation of America (through J. Walter Thompson); Sinclair Refining Co. (through Geyer, Morey, Madden & Ballard); Pepsi Cola (through Kenyon & Eckhardt); Chap Stick Company (through Lawrence Gumbinner); and Hamilton Beach, Inc. (through Clinton E. Frank, Inc. -- Chicago).

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NBC-New York, 5/13/60







SPOT SALES

# News

May 13, 1960

NBC SPOT SALES INAUGURATES MEDIA MANAGERS CONFERENCES TO EXPLORE  
SUBJECTS OF MUTUAL IMPORTANCE TO ADVERTISING AND BROADCASTING

NBC Spot Sales has inaugurated a series of Media Managers Conferences to explore in depth subjects of mutual importance to the advertising and broadcasting industry, it was announced today by Richard H. Close, Vice President in charge of NBC Spot Sales.

"We have been so encouraged by the tremendous popularity of the Timebuyer Opinion Panels, both in the industry and the trade press," Mr. Close said, "that we feel sure that this new service will be equally well received."

The conferences, which will be held approximately every other month, will serve the purpose of giving more extensive coverage of the topics covered by the Timebuyers' Opinion Panel which includes respondents from over 200 agencies.

Mr. Close said the Media Managers Conference overcomes the one major limitation of the mail questionnaire. "On some panel questions," he said, "more than a yes or no answer is required and by having leading agency executives discuss problems and trends related to broadcasting in informal sessions, another dimension is added to the panel."

The first Media Managers Conference was held last Monday (May 9) in the Library Room of the St. Regis Hotel, New York. Six knowledgeable media executives discussed the various facets of station

(more)





## 2 - Spot Sales

public service programming. (In the Timebuyers' Opinion Panel released last month, the majority of timebuyers felt that broadcasters could increase both income and prestige by putting more emphasis on public service programming.)

The six agency men who took part in Monday's session were: Donald Leonard, Media Director of Fuller & Smith & Ross; Robert Liddell, Head Buyer of Compton Advertising; Newman McEvoy, Senior Vice President of Cunningham & Walsh; Arthur Pardoll, Associate Media Director of Foote, Cone & Belding; Sam Vitt, Vice President and Associate Media Director of Doherty, Clifford, Steers & Shenfield; and David Wasko, Vice President and Media Coordinator of Geyer, Morey, Madden & Ballard. Bill Fromm, Manager, New Business and Promotion, NBC Spot Sales, acted as moderator.

Mr. Close said the informal conferences will have a different group of agency executives at each panel meeting, thus giving the service a broad field of coverage.

The results of Monday's conference are currently being processed and information will be available to the press and the advertising industry within the next three weeks.

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NBC-New York, 5/13/60





NBC TRADE NEWS

May 13, 1960

STATION WCAX, BURLINGTON, VERMONT, WILL BECOME

NBC RADIO NETWORK AFFILIATE ON JUNE 1

Radio Station WCAX, Burlington, VT., one of the oldest and most respected stations in New England, is joining the NBC Radio Network it was announced today by Harry Bannister, NBC Vice President in charge of Station Relations.

WCAX, which operates full time with 5,000 watts power on a frequency of 620 kilocycles, has signed an affiliation agreement with NBC effective June 1. It is the first full-time radio affiliate for NBC in Vermont and fills a gap in coverage of the Lake Champlain area.

The station is owned by WCAX Radio, Inc., and is operated by C. P. Hasbrook, President; Stuart T. Martin, Vice President, and Alfred E. Spokee, General Manager.

In announcing the affiliation, Mr. Bannister said: "We welcome WCAX to the NBC Radio Network. This new association between the station and NBC should prove to be of immense value to both the station and the network."

Mr. Hasbrook said: "We at WCAX are delighted to be affiliated with the NBC Radio Network. We believe the increase in our local programming which NBC Radio's format permits, with the network emphasis on authoritative news and analysis, 'Monitor,' sports, special events and public affairs features, will greatly strengthen our own service to the WCAX area."

WCAX started broadcasting in 1931 and has been affiliated with CBS since 1940.

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NBC'S E. ROGER MUIR JOINS "EXPERT WORKING GROUP"  
OF UNITED STATES COMMISSION FOR UNESCO

E. Roger Muir, executive producer of children's programs for the NBC Television Network, has been invited by the Department of State to serve on a working committee of the United States National Commission for UNESCO.

As a member of the "expert working group," Mr. Muir will participate with other prominent Americans in studying possible U. S. cooperation with two international organizations sponsored by UNESCO in the fields of television and film: the International Film and TV Council (in Paris), and the International Center of Films for Children (Brussels).

Mr. Muir, in addition to developing new children's programs for the NBC-TV Network, is also producer of the "Howdy Doody Show" and "The Ruff and Reddy Show," both colorcast Saturday mornings on NBC-TV.

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NBC-New York, 5/13/60





NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For June (All Times EDT)

Wednesday through Friday, June 1-3

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Wednesday, June 1

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen is emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" (last program of current season).

Thursday, June 2

9:30-10:30 p.m. -- "Summer on Ice - 1960," a special ice-skating extravaganza starring Craig Stevens as host, Gisele MacKenzie, Tab Hunter and the entire cast of "Ice Capades of 1960."

Friday, June 3

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

Saturday, June 4

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Hanging Posse."

Sunday, June 5

8-9 p.m. -- "Music on Ice" - Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show" - Walter Slezak is host.

(more)



2 - NBC-TV Network Colorcast Schedule for June

Monday through Friday, June 6-10

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, June 6

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, June 7

8:30-9:30 p.m. -- "The George Burns Show" special. Burns' guests are Jack Benny, Betty Grable, Polly Bergen and Bobby Darin.

9:30-10 p.m. -- "The Arthur Murray Party"

Wednesday, June 8

8:30-9 p.m. -- "The Price Is Right"

Thursday, June 9

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, June 10

9:30-10 p.m. -- "Masquerade Party"

Saturday, June 11

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Saga of Annie O'Toole."

(Repeat)

Sunday, June 12

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, June 13-17

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, June 13

10-11 p.m. -- "The Margaret Bourke White Story," starring Teresa Wright and Eli Wallach. (Repeat)

(more)





3 - NBC-TV Network Colorcast Schedule for June

Wednesday, June 15

8:30-9 p.m. -- "The Price Is Right"

Thursday, June 16

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, June 17

9:30-10 p.m. -- "Masquerade Party"

Saturday, June 18

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "Vendetta" (Repeat)

Sunday, June 19

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, June 20-24

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Tuesday, June 21

9:30-10 p.m. -- "The Arthur Murray Party"

Wednesday, June 22

8:30-9 p.m. -- "The Price Is Right"

Thursday, June 23

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

(Last program in current season)

Friday, June 24

8:30-9 p.m. -- "Head of the Class" - a new audience-participation program starring Gene Rayburn as emcee. (PREMIERE)

9:30-10 p.m. -- "Masquerade Party"

(more)



4 - NBC-TV Network Colorcast Schedule for June

Saturday, June 25

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Last Hunt." (Repeat)

Sunday, June 26

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Thursday, June 27-30

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, June 27

10-11 p.m. -- "After Hours," starring Sally Ann Howes and  
Christopher Plummer. (Repeat)

Tuesday, June 28

9:30-10 p.m. -- "The Arthur Murray Party" (Repeat)

Wednesday, June 29

8:30-9 p.m. -- "The Price Is Right"

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NBC-New York, 5/13/60





1 THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

NEW CONTRACT GIVES NBC EXCLUSIVE TV AND RADIO RIGHTS  
TO ROSE BOWL FOOTBALL GAME FOR TWO MORE YEARS

- - -

Gillette Safety Razor Co. to Continue as Sponsor

PASADENA, CALIF., May 16 -- A contract between the National Broadcasting Company, the Pasadena Tournament of Roses Association and the Athletic Association of Western Universities for television and radio rights to the Rose Bowl football game for two more years was signed today.

The contract gives NBC exclusive rights to the game between the AAWU champion and an outstanding team representing another section of the nation.

Signing the contract were Dr. Frank F. Kidner, President of AAWU; Arthur W. Althouse, President of the Tournament of Roses, and John K. West, Vice President, West Coast, NBC. Mr. West and NBC Sports Director Tom S. Gallery represented the network in the negotiations with the Rose Bowl Committee and the AAWU.

The AAWU is composed of the Universities of Southern California, Stanford, California, Washington and the University of California at Los Angeles. This association was formed to replace the former Pacific Coast Conference.

Among those witnessing the signing of the final agreement were Tom Hamilton, Executive Director of the AAWU; Lathrop Leishman, Chairman of the Rose Bowl Football Committee; Bill Nicholas, Manager

(more)



## 2 - Rose Bowl

of the Los Angeles Memorial Coliseum and Sports Arena and a member of the Rose Bowl Football Committee; and Myron Thomas and Max Colwell, Secretary and Manager, respectively, of the Tournament of Roses Association.

The new contract means that NBC will continue to present the biggest and widest known football bowl classic, "the daddy of all bowl games," for the 10th and 11th consecutive years.

The Gillette Safety Razor Company, which sponsored the dual television and radio coverage the past nine years, will continue as sponsor of the Rose Bowl in its "Gillette Cavalcade of Sports" series.

Broadcasting history was made on New Year's Day, 1927, when Graham McNamee, covering the Rose Bowl Game between Stanford and Alabama for NBC, made the first transcontinental radio broadcast originating from the West Coast.

The Rose Bowl Game is one of the highlights of the varied NBC sports schedule which includes the World Series, National Football League Championship, All Star Bowling Championship, National Singles Tennis Championship, National Open Golf Championship, plus many other such sports events as the Sugar Bowl, East-West Shrine Game, Blue-Gray, Senior Bowl, Liberty Bowl, Pro Bowl, Major League Baseball, National Basketball Association games and playoffs, the Tournament of Champions golf from Las Vegas, horse-racing from Florida and the All-Star Baseball Games.

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NBC-5/16/60





May 16, 1960

SIX OF 'THE GREATEST LOVE STORIES EVER TOLD' TO BE PRESENTED  
AS NBC DRAMATIC SPECIAL COLORCASTS IN THE 1961-62

Six of "the greatest love stories ever told" will be produced by the National Broadcasting Company as 90 to 120-minute dramatic special colorcasts for the 1961-62 season, it was announced today by David Levy, Vice President, Programs and Talent, of the NBC Television Network.

For this major new NBC project, the network intends to cast top stars of the stage, screen and television in the title roles of classic properties to include Alexandre Dumas' "Camille," Emile Zola's "Nana," Charlotte Bronte's "Jane Eyre," the love story of David and Bathsheba, and the modern love story "Intermezzo" by John Van Druten.

"We intend to present great love stories of history as well as classic romances of literature," Mr. Levy added. "All will be tender and fervent stories of love in line with our feeling that the love story in the grand manner has been overlooked as a television attraction."

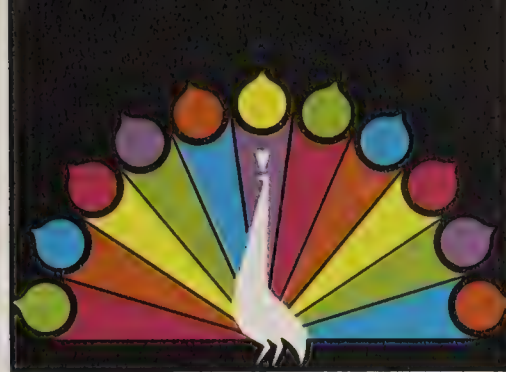
Mr. Levy stated that Richard Linkroum, Vice President, Special Programs, NBC Television Network, has been placed in charge of production for the new specials project, and David Tebet, Vice President, Talent Relations, has been assigned to acquire the major stars needed.

A title for the series of special colorcasts, title of an additional property and air dates will be announced.

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NBC COLOR TELEVISION NEWS



May 16, 1960

HENRY JAFFE ENTERPRISES WILL PRODUCE MUSICAL COLORCASTS  
OF 'BELL TELEPHONE HOUR' IN 1960-61 SEASON

The musical colorcasts of the "Bell Telephone Hour" on the NBC-TV Network will be produced by Henry Jaffe Enterprises, it was announced by the Bell System. Barry Wood will be executive producer for the entire series, which will be presented on alternate Fridays starting Sept. 30 (9 to 10 p.m. EDT).

Henry Jaffe has been responsible for the prize-winning series since it began in the Spring of 1959, when four programs were offered. The 1959-60 season had a schedule of 13 programs, with Wood as executive producer. Wood will assign a group of producers and directors to help prepare the 1960-61 full-hour musical programs. The series has won the Peabody Award and other honors.

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'WAGON TRAIN,' NEW MAGAZINE, FEATURES STORIES FROM NBC-TV SERIES

"Wagon Train," a new bi-monthly Western magazine featuring stories based on scripts from the popular NBC-TV Network adventure series, "Wagon Train" Wednesdays (7:30-8:30 p.m. EDT), will be released on newsstands tomorrow (Tuesday, May 17). It is issued by Greater American Publications, a division of Hearst Magazines.

The first issue contains "The Lola Duval Story." Short stories with Western settings make up the balance of the issue. Future issues will include more than one "Wagon Train" story.

"Wagon Train" co-stars Ward Bond as wagon master Seth Adams and Robert Horton as Scout Flint McCullough. The series not only ranks in the top ten of the most popular U. S. television shows, but is also the prime favorite in England.

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NOTE TO EDITORS:

"Richard Diamond," the action-adventure film program starring David Janssen, was listed in the NBC-TV Summer evening schedule (in the Daily News Report dated May 12) as presenting repeat episodes from June 28 to Sept. 6. Actually, the films will be "new product," never before seen on television.

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NBC-New York, 5/16/60



NBC-TV NETWORK PROGRAM

CARMEL QUINN TO BE "TODAY" SERIES' "GIRL-OF-THE-WEEK" MAY 23-27

FLORENCE HENDERSON WILL TAKE MATERNITY LEAVE

Carmel Quinn, Dublin's gift to American television, will be the "Today" series' "Girl-of-the-Week" May 23 to 27. Miss Quinn will join host Dave Garroway, Jack Lescoulie and Frank Blair on the NBC-TV Network program telecast Monday through Friday 7-9 a.m. EDT.

The redheaded colleen has been winning American audiences since her arrival in this country in 1953. She made her first TV appearance with "Arthur Godfrey's Talent Scouts" and was a winner. She has since made frequent appearances on Godfrey's morning TV and radio shows and on NBC-TV's "The Jack Paar Show."

Miss Quinn replaces Florence Henderson, who is taking a maternity leave.

\* \* \*

FAREWELL PARTY FOR FLORENCE

"Today" will have a farewell party on the NBC telecast of Friday, May 20 in honor of the "Today Girl," Florence Henderson, who is leaving the show that day on a maternity leave.

Miss Henderson, who has been with the program since October, 1959, is expecting her second child in early July. Mrs. Ira Bernstein in real life, Florence has a daughter, Barbara Ellen, 2.

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NBC-New York, 5/16/60





BEN GRAUER TO BE NARRATOR FOR 'SACCO-VANZETTI STORY'

Ben Grauer, who for almost three decades has reported top news stories on radio and television, will narrate "The Sacco-Vanzetti Story," a dramatization of the famous case of the 1920s to be telecast on the NBC Television Network Fridays, June 3 and 10 (8:30-9:30 p.m. EDT).

Grauer will replace Justice Michael A. Musmanno of the Pennsylvania Supreme Court as narrator for the two-part Reginald Rose drama.

Judge Musmanno, who served on the defense committee during the trial of the shoemaker and fishpeddler accused of a payroll robbery and murder, withdrew from the cast.

"I have decided," said Judge Musmanno, "that someone other than myself should do the narration. I would not want anyone to feel that, because I was one of the defense attorneys in the case, the production has in any way been influenced toward one side or the other."

During his broadcasting career, Ben Grauer has been a special events reporter, symphony commentator, panel moderator, emcee, quizmaster and communicator for NBC's "Monitor." He has covered the Lindbergh kidnaping, the Bruno Hauptmann trial, the maiden flight of the dirigible Akron, and every political convention since 1944. That same year he won the H. P. Davis Award for the best NBC announcer.

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NBC-New York, 5/16/60





NBC COLOR TELEVISION NEWS



May 16, 1960

NBC SCHEDULES REPEAT COLORCAST OF 'THE MARGARET BOURKE-WHITE STORY'  
MONDAY, JUNE 13, WITH JOHN H. BRECK CO. AGAIN AS SPONSOR

The colorcast of "The Margaret Bourke-White Story," originally presented on the NBC-TV Network last January, will be repeated via video tape Monday, June 13 (10-11 p.m. EDT).

The critically acclaimed Joseph Liss drama starred Teresa Wright as the noted Life Magazine photographer, and Eli Wallach as Alfred Eisenstaedt, her close friend and associate.

"The Margaret Bourke-White Story" was originally seen on the "Breck Sunday Showcase" Jan. 3. The colorcast will be sponsored by John H. Breck Inc. once again on June 13. Agency for Breck is Reach, McClinton & Company, Inc.

Robert Alan Aurthur was the executive producer of the colorcast. The producer-director was Alex March.

Miss Bourke-White's active career was seemingly cut short in 1952 when she incurred Parkinson's disease, an illness which left her limbs stiff and her vision blurred. In 1958 she underwent a delicate operation that helped her recovery.

The noted photographer was a member of Life's original photography staff. She helped pioneer industrial photography. She shot Life's first cover, and has since ranged the world on a wide variety of assignments.

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WRITER WHO MOVES INTO TV MAY FIND EXPERIENCE LIKE  
"INVENTING THE PRINTING PRESS ALL OVER AGAIN,"  
NBC'S EDWARD STANLEY STATES AT U. OF NEBRASKA

LINCOLN, NEB. -- A writer who moves into television may find the experience "not unlike inventing the printing press all over again," Edward Stanley, Director of Public Affairs for the National Broadcasting Company, said in an address here at the University of Nebraska on Saturday (May 14).

Speaking on "The Responsibility of Journalists," Mr. Stanley went on to say that "the social necessities of our times have broadened the requirements for the profession of journalism."

The next generation of journalists, he said, "must undertake to communicate some understanding of the world of science to many, many people -- to the monumental mass audience that we serve through a television network."

Mr. Stanley also pointed to the attention American educators and broadcasters are giving to TV as a direct teaching instrument... "the next closest thing to speaking personally with each and every citizen." There are 45 TV broadcasting stations in the United States which are devoted entirely to educational purposes. NBC has had a good success with direct teaching courses, too, he continued, stating that "NBC has carried two full college courses in nuclear physics and modern chemistry which have a daily audience estimated at more than 600,000."

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NBC-5/16/60







NBC-TV NETWORK COLORCAST SCHEDULE  
For Week of May 22 - 28 (All Times EDT)

Sunday, May 22

8-9 p.m. -- "Music on Ice" - variety ice show. Johnny Desmond is host.

9-10 p.m. -- "The Dinah Shore Chevy Show." Guests for Dinah's last show of the current season are Walter Slezak and Mahalia Jackson. Special guest is Art Carney.

Monday through Friday, May 23-27

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

11-11:30 a.m. -- "The Price Is Right" - Jack Narz emcees for vacationing Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Monday, May 23

7:30-8:30 p.m. -- "Riverboat." Tonight, a repeat presentation of "Night at Trapper's Landing," with guest star Ricardo Montalban. Darren McGavin is series' star.

Tuesday, May 24

8:30-9:30 p.m. -- "Ford Startime" presents "Sing Along with Mitch." Composer-music director Mitch Miller is host and star. Singing guests include the Brothers Four, Diana Trask, Leslie Uggams and the 30-voice Sing Along Chorus.

(more)





2 - NBC-TV Network Colorcast Schedule

Tuesday, May 23 (Cont'd)

9:30-10 p.m. -- "The Arthur Murray Party." Tonight's guests are  
Hermione Gingold, Alan King and Ann B. Davis.

Wednesday, May 25

8:30-9 p.m. -- "The Price Is Right" - Jack Narz emcees for vacation-  
ing Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - The Crosby Brothers,  
Carol Lawrence, Genevieve and comedian Don Adams visit Perry  
tonight.

Thursday, May 26

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.  
George Gobel is tonight's guest.

Friday, May 27

8:30-9:30 p.m. -- March of Medicine presents "MD USA," a documentary  
report on the work of five American physicians. Norman Rose is  
narrator.

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is emcee.

Saturday, May 28

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "The Julia Bulette Story,"  
with guest star Jane Greer. (Repeat)

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NBC-New York, 5/16/60



THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

SPONSOR OF HOUSE LEGISLATION COMPELLING FREE AIR TIME FOR PRESIDENTIAL CANDIDATES ACTS TO WITHDRAW BILL DUE TO NBC PLAN TO PRESENT NOMINEES ON "MEET THE PRESS," NBC'S DAVID C. ADAMS TELLS SENATE SUBCOMMITTEE

WASHINGTON, May 17 -- The sponsor of the House version of legislation to compel television broadcasters to give free time to Presidential candidates has acted to withdraw his bill as the result of NBC's plan to present the candidates side by side in hour-long weekly presentations of "Meet the Press" in prime evening time during the campaign.

This action by Representative Stewart L. Udall, Democrat of Arizona, was disclosed today by David C. Adams, NBC's Senior Executive Vice President, in testimony opposing the compulsory political time bill before the Subcommittee on Communications of the Senate Interstate and Foreign Commerce Committee.

Mr. Udall described his decision in a letter to Robert W. Sarnoff, Chairman of the Board of NBC, who announced the network's plan on April 21 in a speech before the Academy of Television Arts and Sciences in New York.

"It is my feeling," the Congressman wrote to Mr. Sarnoff, "that your action wholly meets the objectives of my bill H.R. 11260 and will give the American people the opportunity they should have to make a close study of the candidates and the issues in this critical election year. I should also like to advise you that as a result of this step which you have taken I have advised the House Committee on Interstate and Foreign Commerce that I consider my bill superfluous, and have asked that it be tabled."

(more)





Mr. Adams cited the Congressman's action while contending that the NBC plan made the proposed legislation unnecessary. He also argued that the pending bill raised grave Constitutional questions since it would represent government interference with freedom of expression and the taking of property for public use without just compensation. In addition, he said, the bill is discriminatory in singling out one medium for a donation of its services and facilities.

"Apart from the essential unfairness of such a course," he said, "it places a legislative strait jacket on the exercise of creative journalism. Combined with the remaining restrictions of Section 315 of the Communications Act, it removes from the broadcaster the judgment as to how he can best use the medium to familiarize the public with the candidates and the issues -- whether through roundtable discussion, interviews, the Great Debate envisaged by Adlai Stevenson, or other types of presentation.

"Instead of encouraging such responsibility in broadcasting, it leaves the broadcaster with no recourse but to turn over a designated amount of time to be used by the candidates for whatever they and their advertising agencies may devise."

Mr. Adams pointed out that the pending bill would compel broadcasters to do what they have been prevented from doing by Section 315 "equal time" provisions penalizing them for presenting the major candidates by requiring them to give the same time to a cluster of minor and splinter-party candidates.

"The simple, straightforward way to overcome this impediment is to liberalize further the 'equal time' provisions of Section 315," he added. "If that were done, broadcasters would not be inhibited from offering the public opportunities to see and hear the Presidential

(more)



candidates in ways which seem most suitable to enterprising, competitive and responsible broadcast journalism."

NBC's plan for presenting the candidates on "Meet the Press" was made possible by a recent amendment of Section 315 lifting the "equal time" penalty from regularly scheduled news interview programs.

"Through this program series," Mr. Adams said, "NBC will be accomplishing the end purpose of the bill before you -- providing opportunities for repeated nation-wide appearances by the major candidates to give the public continuing opportunities for thoughtful appraisal of the nominees and the issues. This purpose will not only be served by our plan but we think it will be served better than by the procedure contemplated in the bill."

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NBC-5/17/60





STATEMENT  
of  
DAVID C. ADAMS  
SENIOR EXECUTIVE VICE PRESIDENT  
NATIONAL BROADCASTING COMPANY, INC.

Before the  
SUBCOMMITTEE ON COMMUNICATIONS  
of the  
INTERSTATE AND FOREIGN COMMERCE COMMITTEE  
of the  
UNITED STATES SENATE

May 17, 1960



STATEMENT OF DAVID C. ADAMS

NBC's considered views on the issues raised by S. 3171 were recently presented by Robert W. Sarnoff, Chairman of the Board, in an address on April 21 before the Academy of Television Arts and Sciences. In the same address, he announced a plan under which NBC proposes to present the major Presidential candidates face to face on a regular basis over network television beginning eight weeks before Election Day.

The text of Mr. Sarnoff's address is attached to this statement, and I invite the Committee's attention to pages 6 to 12 of that text, which deals with the subject at hand. I would like to ask that the text of this address be incorporated in the record of these hearings. I am also submitting a memorandum by our Counsel which analyzes the Constitutional defects of the bill and deals with its uncertainties in interpretation and practical application. In the opinion of our Counsel, there are serious problems under the 5th Amendment prohibiting the taking of property for public use without just compensation and under the First Amendment guaranteeing the right of free speech.

NBC's position on this proposed legislation may be summarized simply. We believe it is the wrong way to go about doing the right thing. I cannot emphasize strongly enough that NBC supports and shares the objective of enlarging the role of television in presenting the major Presidential candidates to the public. Nobody is more keenly aware than broadcasters themselves of the enormous potential of this medium for strengthening the sinews of self-government.

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Even within the limitations imposed on us by law, broadcasting has endowed our national politics with an immediacy and vividness that the average voter never knew before in our history. We recognize, and we are eager to prove, that television -- which is able to turn a continent into an electronic town hall -- can bring the candidates and the issues under the direct personal scrutiny of America's voters on a scale, and with a depth, never yet attempted. We are undertaking to provide this service not only as Americans with a sense of good citizenship but as professionals with pride in our medium and as business men with a stake in the prestige and stature of our industry.

But the bill under consideration, in our opinion, is neither a proper nor an effective means of accomplishing this purpose. What it proposes is to compel broadcasters -- with all the harsh implications of compulsion -- to do what they have been prevented from doing by existing law. The bill is discriminatory. It is confiscatory. It is a seedbed of administrative confusion and inequity, as detailed in the legal memorandum we are submitting. It raises the grave issue of government interference with a medium of free expression. And, ironically, it seeks to accomplish by fiat what can be better achieved in freedom.

The existing law which prevents broadcasters from acting in full freedom to pursue the objectives of the bill you are considering is Section 315 of the Communications Act. The simple, straightforward way to overcome this impediment is to liberalize further the "equal time" provisions of Section 315. If that were done, broadcasters would not be inhibited from offering the public opportunities to see and hear the Presidential candidates in ways which seem most suitable to enterprising, competitive and responsible broadcast journalism.

(more)





The way not to meet the problem is to single out one medium, and by legislative fiat, compel it to donate its services and facilities to the candidates for them to use as they choose.

Apart from the essential unfairness of such a course, it places a legislative strait jacket on the exercise of creative journalism. Combined with the remaining restrictions of Section 315, it removes from the broadcaster the judgment as to how he can best use the medium to familiarize the public with the candidates and the issues -- whether through roundtable discussion, interviews, the Great Debate envisaged by Governor Stevenson, or other types of presentation. Instead of encouraging such responsibility in broadcasting, it leaves the broadcaster with no recourse but to turn over a designated amount of time to be used by the candidates for whatever they and their advertising agencies may devise.

Finally, a bill imposing such drastic requirements as S. 3171 is not needed to accomplish the public purposes it seeks. For as Mr. Sarnoff has announced, NBC has found a means, under the recent amendment of Section 315, to present the Presidential candidates to the public on a regular weekly basis; and to do so in a way we feel is best adapted to television's unique ability to give the public real insight into the men and the issues.

Over the years, Section 315 has effectively discouraged broadcasters from presenting candidates in whom there is genuine and widespread public interest. It penalized any such presentations by imposing an obligation to provide equal time to the cluster of fringe-party candidates for the same office. For example, in each of the last two national elections, presentation of the two major Presidential

(more)





candidates on television or radio would have carried with it the penalty of devoting hour after hour to presenting some 15 minor and splinter-party candidates. This would have been an intolerable burden on the audience and the broadcaster, and a subversion of a service to the public.

But for this penalty, NBC has stood ready during past campaigns to offer suitable opportunities for network appearances by the major Presidential and Vice Presidential candidates. This is no afterthought. It was a position to which Mr. Sarnoff committed NBC in 1956, when he wrote to Senator Lyndon Johnson, commenting on the Senator's political broadcasting bill; and the same assurances were repeated by Mr. Sarnoff in his testimony last year before the Congressional hearings on the subject.

Following those hearings, Section 315 was amended in certain respects, including the elimination of the "equal time" requirement in connection with candidates' appearances on regularly scheduled news interview programs. On this basis, under the plan we have announced, NBC will invite the major Presidential candidates to appear together on regular weekly network broadcasts of "Meet the Press," which will be expanded to a full hour and rescheduled in prime time on Saturday evenings.

In all, eight of these one-hour broadcasts will be presented in the Saturday evening period during the weeks preceding the election.

Six of these broadcasts will be devoted to appearances by the Democratic and Republican Presidential nominees. They will be invited to appear together on each program, with an equal chance to develop their views in response to questions posed by a panel of outstanding

(more)





journalists. For each of these programs, a major issue or group of issues will be designated in advance; and the final broadcast, on the Saturday evening before Election Day, will cover the highlights of the issues as they have crystallized during the windup of the campaign.

Apart from these six weekly broadcasts, there will be one devoted to a session with the major Vice Presidential candidates, and another to the various minor Presidential candidates. The latter will be invited, not because of any legal requirement, but because we feel that their appearance together in one program will be interesting and informative.

Through this program series, NBC will be accomplishing the end purpose of the bill before you -- providing opportunities for repeated nationwide appearances by the major candidates to give the public continuing opportunities for thoughtful appraisal of the nominees and the issues.

This purpose will not only be served by our plan, but we think it will be served better than by the procedure contemplated in the bill. Moreover, it will be accomplished through an affirmative exercise of broadcasting responsibility, rather than an interference with such responsibility. And it will be served without the discrimination inherent in the proposed legislation.

It is our earnest belief that the procedure we propose renders this bill unnecessary. We have been gratified to learn that the same conclusion was reached by Congressman Stewart L. Udall, who introduced the House companion bill to S. 3171. After learning of the NBC plan, Mr. Udall wrote to Mr. Sarnoff as follows:

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"It is my feeling that your action wholly meets the objectives of my bill, H.R. 11260 and will give the American people the opportunity they should have to make a close study of the candidates and the issues in this critical election year. I should also like to advise you that as a result of this step which you have taken I have advised the House Committee on Interstate and Foreign Commerce that I consider my bill superfluous, and have asked that it be tabled."

The discriminatory nature of the bill before you is one of its most flagrant features. Presidential campaigns are costly. They involve many substantial expenses apart from the cost of purchasing broadcast time -- expenses for headquarters, travel, hotel accommodations, communication services, newspaper advertisements, billboards and direct mail. Indeed, the cost of broadcast time in 1956 came to only one-fifth of the total campaign expenditure for the Democrats and only one-tenth of the outlay by the Republicans. Yet it has never been suggested that the suppliers of these other services should be required by law to furnish them to the candidates without charge. We think it is neither fair nor sound public policy to single out broadcasting as the service which should be turned over to the candidates by legal compulsion.

This discrimination cannot be justified on the ground that broadcasting is an enterprise licensed to operate in the public interest. That standard carries with it the obligation on the broadcaster to develop a responsible service of entertainment and information which will be of interest to the audience. But it is not a license for expropriation.

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There are many other enterprises which furnish important services to candidates and which also operate under federal grant or license. The airlines and railroads are certified by federal agencies under a standard of public interest, convenience and necessity. Newspapers and magazines receive federal subsidies running into many millions of dollars through the second class mailing privilege, which is granted on condition that they disseminate "information of a public character" or that they devote themselves "to literature, the sciences, arts or some special industry." The Telephone Company, from which the networks lease interconnection facilities at substantial cost, furnishes these facilities through its licensed use of radio frequencies under the same public interest standard that applies to broadcasters. If broadcasters were required to donate their services and facilities to the political candidates, what reason would there be not to place a similar requirement on these other enterprises?

Finally, the bill before you would create the dangerous precedent of government tampering with broadcast program content. When the government can tell a broadcaster that he must carry a certain program, or a publisher that he must print a certain story, it is as much a curb on freedom of expression as if the government told them what not to print or broadcast.

\* \* \*

In summary, we believe that S. 3171 is unwise in seeking to offset the constraints of Section 315 by creating a set of compulsions. It is unfair in singling out one medium for a donation of services and facilities. It is unsound, because it creates a complex of legal,

(more)





technical and procedural difficulties. It is unnecessary, because the public purposes it is designed to serve can be accomplished -- and more effectively -- without it, as evidenced by the plan NBC has proposed within the framework of existing law.

For all these reasons, we are opposed to the enactment of S. 3171. The bill does recognize that television's ability to bring the candidates and the issues directly to the national electorate gives the medium a unique role as an instrument of democracy. These very considerations, however, urge that television be permitted to play this role in the tradition of free journalism, which is itself a fundamental expression of democracy.

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May 17, 1960

PREMIERE COLORCAST DRAMA OF 'THE CHEVY MYSTERY SHOW'

'The Machine Calls It Murder,' by Award-Winner Harold Swanton, Will Have Larry Blyden, Everett Sloane, Betsy von Furstenberg In Cast Sunday, May 29; Walter Slezak Hosts Full-Hour Series

"The Machine Calls It Murder," by Harold Swanton, winner of the 1957 Mystery Writers Award, has been chosen as the premiere colorcast of "The Chevy Mystery Show" series over the NBC-TV Network Sunday, May 29 (9-10 p.m. EDT).

Signed by producer Hi Brown to star in the live, full-hour lead-off drama are Larry Blyden, Everett Sloane and Betsy von Furstenberg. Walter Slezak, as previously announced, hosts the new series, which replaces "The Dinah Shore Chevy Show" for the Summer.

Blyden, a product of Houston (Texas) Collegiate Theatre and radio, won critical acclaim last Fall for his portrayal of the title role in the two-part NBC colorcast of "What Makes Sammy Run?"

Sloane, one of television's noted actors, won especial plaudits for his role in the award-winning drama "Patterns" on NBC in 1955.

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Credits for Miss von Furstenberg are divided almost equally between the New York stage and New York-originated TV shows.

Signed to direct the opener is Marc Daniels, TV veteran whose credits include "Studio One" and "I Love Lucy."

The series will concentrate on presenting original works by outstanding authors, said Brown, but will intersperse these with new interpretations of some noted properties.

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NBC-New York, 5/17/60



May 17, 1960

SUMMIT CRISIS AND WEST BERLIN ISSUE TO BE EXAMINED  
ON 'TIME: PRESENT--CHET HUNTLEY REPORTING'

Developments in the Summit crisis and a close look at the West Berlin issue, which many political observers believe was the underlying reason why Soviet Premier Khrushchev wrecked the Summit meeting, will be presented on "Time: Present--Chet Huntley Reporting" Sunday, May 22 over the NBC-TV Network (6:30-7 p.m. EDT).

The program will summarize the week's events in Paris and then will examine America's stake in West Berlin. It will show that the latter city, as a place where ideas are freely exchanged, has long been considered by the Russians a threat to their authoritarian control of Eastern Europe.

Commentary by Chet Huntley, who is in Paris, and films of Berlin made by an NBC camera crew under his supervision, will be featured. The program will be recorded on video tape in London late Saturday and flown to the United States.

(Note to Editors: "Time: Present--Chet Huntley Reporting" is scheduled in a new time period -- 6:30-7 p.m. EDT. It formerly was presented 5:30-6 p.m. EDT.)

Huntley is editor and Reuven Frank is producer of "Time: Present--Chet Huntley Reporting." Eliot Frankel is associate producer.

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# MONITOR

THE NBC WEEK-END RADIO SERVICE

May 17, 1960

CREDITS FOR THE NBC RADIO NETWORK'S "MONITOR"
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TIME: NBC Radio Network -- Fridays, 9 to 10 p.m.;  
Saturdays, 8 a.m. to 12 midnight; Sundays,  
3 p.m. to 12 midnight (All Times EDT).

FORMAT: Short features reported from all parts of  
the world, celebrity interviews, sports,  
popular music, comedy segments and five-  
minute "News-on-the-Hour" broadcasts.

EXECUTIVE PRODUCER: Marx Loeb

MANAGING EDITOR: Burroughs H. Prince

ASSISTANT MANAGING EDITOR: Richard J. Jennings

SPECIAL FEATURES PRODUCER: Elliott Drake

ENTERTAINMENT EDITOR: Fitzgerald Smith

SPORTS EDITOR: Len Dillon

DIRECTORS: Murray Burnett, Vic Campbell, George Erwin,  
Parker Gibbs, Fred Weihe

WRITERS: Bill Bales, Charles Garment, Bernard Kahn,  
Bill O'Connell, Alice Wallace

PROGRAM COORDINATOR: Priscilla Blackstone

(more)



2 - Credits for 'Monitor'

TALENT COORDINATOR: Suzanne Salter

FEATURE REPORTER: Constance Petrash

PRODUCTION ASSISTANTS: Elsa Endrst, Dan Field, Virginia Gormsen,  
Nadine Martens, Jessica Overwise

COMMERCIAL MANAGER: Rocco Tito

COMMUNICATORS: Johnny Andrews, Morgan Beatty, Sandy Becker,  
Al Collins, Hugh Downs, Win Elliot, Frank  
Gallop, Dave Garroway, Ben Grauer, Monty  
Hall, Ed Herlihy, Walter Kiernan, Peter  
Roberts, Todd Russell and Gordon Fraser

PREMIERE DATE: June 15, 1955

SPONSORS: Participating

ORIGINATION: Radio Central, NBC Studios, New York

NBC PRESS  
REPRESENTATIVE: Jack Bernstein, New York.

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NBC-New York, 5/17/60





May 18, 1960

CAMPBELL SOUP CO. TO SPONSOR 'WORLD WIDE 60' DOCUMENTARY  
MARKING 50TH ANNIVERSARY OF BOY SCOUTS

The Campbell Soup Company will sponsor a full-hour "World Wide 60" documentary marking the 50th anniversary of the Boy Scouts on NBC-TV Saturday, July 30, (9:30-10:30 p.m. EDT), it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

With Herb Shriner as host and narrator, the documentary will tell the personalized story of the boys who will participate in the Annual Boy Scout Jamboree at Colorado Springs, July 22-28. Against the colorful backdrop of Pike's Peak, the program will depict the spectacle of more than 53,000 Scouts and Scout leaders from the United States and foreign countries, who will congregate on 2,000 acres in Colorado Springs.

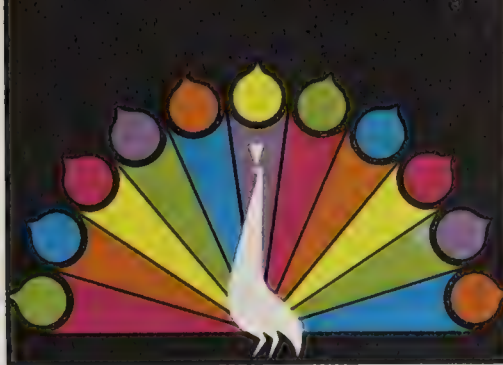
George Heinemann, Manager, NBC Public Affairs, will be executive producer of the program, with Blair Chotzinoff as producer and Craig Allen as director.

The Campbell Soup Company sponsorship was placed through Batten, Barton, Durstine & Osborn, Inc.

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NBC COLOR TELEVISION NEWS



May 18, 1960

PRODUCTION RESUMES ON FULL-HOUR "BONANZA" COLOR FILM SERIES,  
WITH 39 NEW EPISODES PLANNED FOR NBC-TV'S 1960-61 SEASON

"Bonanza," the NBC-TV Network's first full-hour color filmed series, resumes production Friday, May 20, at Paramount Studios in Hollywood after an eight-week shutdown.

Thirty-nine new episodes will be filmed for the 1960-61 season, producer David Dortort announced. The first will be "Showdown" in which Ben Cooper has been signed for a guest star role. Lewis Allen will direct.

Rated by many as NBC's top new show of the past season, "Bonanza" stars Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon. The series, colorcast Saturdays (7:30 p.m. EDT) made its debut on the network last September.

Dortort said no major format changes are planned for the new season, except that "we will do more location work." To back up his statement, Dortort will take his show to Oregon next month to film at least

(more)





two episodes plus background scenes for utilization during the year. He also will take advantage of Southern California location sites at Big Bear, Idywild and nearby San Fernando Valley ranches.

"Bonanza" has a substantial backlog of scripts ready, according to Dortort, and veteran directors Charles Haas and James Neilsen already have been signed for the second and third hour-long episodes.

Billy Snyder, award-winning cameraman who shot such feature films as "Toby Tyler" and "Bundle of Joy" and the TV show "Texas John Slaughter" for Walt Disney, has been signed as first cameraman.

David Rose will again do the musical scores for each episode.

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NBC-New York, 5/18/60



## NBC TELEVISION NETWORK NEWS

May 18, 1960

JANET BLAIR WILL RESUME ACTING CAREER AS WELL AS CONTINUE  
AS SONG-AND-DANCE TV PERFORMER UNDER TERMS OF CONTRACT  
RENEWED BY THE NATIONAL BROADCASTING COMPANY

Janet Blair, who has been hostess on many "Chevy Shows," resumes her acting career in addition to continuing her song-and-dance performances under terms of a contract renewed today by the National Broadcasting Company.

Hal Kemp, Vice President in charge of Nighttime Programs for the NBC-TV Network's Pacific Division, disclosed the plans for Miss Blair in announcing that the option in her long-term contract with NBC has been picked up for another year.

Mr. Kemp said the versatile star of television, stage and screen will make her return to straight drama in "The Chevy Mystery Show," which takes over the sponsor's traditional colorcast time slot for a Summer-long run starting Sunday, May 29 (9-10 p.m. EDT). The date of Miss Blair's appearance will be announced.

Also in the works for the pride of Altoona, Pa., are a couple of starring roles in next season's new "Shirley Temple Show," a possible series of her own and at least four firm dates as hostess-headliner of the 1960-61 "Chevy Show" variety series.

Miss Blair's appearance in the "Mystery Show" will mark her first dramatic stint on television since she played opposite John Cassavetes in "The First Star" on the Alcoa-Goodyear series in the Fall of 1958.

(more)





2 - Janet Blair

Before and after that, Miss Blair guested on practically every top variety program in television. In addition she headlined the musical "Chevy Show" the past two Summers and on numerous occasions during the regular season.

On stage as well as in television, the Janet Blair of recent years has been largely a song-and-dance gal. After a season of Eastern Summer stock in 1948 and a nightclub tour in 1949, she launched a three-year run in 1950 as nurse Nellie Forbush, singing star in the national company of "South Pacific."

Janet, however, is originally and basically an actress. Of her dozen motion pictures, which include "My Sister Eileen," "The Fuller Brush Man," "Tonight and Every Night," only two were musicals.

"I'm double happy to be back on NBC," said Janet, "happy that I'll be singing and dancing some more and especially happy that I'll have a few chances to act again."

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NBC-New York, 5/18/60



ROBERT J. NORTHSHIELD JOINS 'TODAY' AS PROGRAM MANAGER

Robert J. Northshield joins "Today" as Program Manager, it was announced today by Robert Bendick, producer of the NBC-TV Network Monday-through-Friday series (7-9 a.m. EDT).

Northshield comes to "Today" with a long list of TV credits including, most recently, "Crime, Inc." and "The Man," which he produced for NBC's "Ford Startime" series, and "Report from Outer Space" on NBC's "World Wide 60" series, for which he was the consultant.

His series, "Adventure," which he wrote and produced, won a Peabody Award and an Ohio State Award. He has written for "Air Power" and "You Are There," produced the "Good Morning" series, and directed several of the "Seven Lively Arts" programs.

He has also written and produced the award-winning films, "The Way of the Navajo" and "The Hopi Road."

Before entering television, Northshield was a reporter, and columnist for the Chicago Sun-Times.

He replaces Eugene S. Jones, who has joined NBC Special Projects as a producer.

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NBC-New York, 5/18/60





WNBQ, NBC-TV STATION IN CHICAGO, IS HONORED  
BY AMERICAN FOUNDATION FOR THE BLIND

The American Foundation for the Blind today (May 18) presented its highest award to Station WNBQ, NBC's television outlet in Chicago, for its outstanding efforts in aiding the blind.

The citation to WNBQ, which was the only commercial TV station in the country so honored, was presented by Dr. Gregor Ziemer, Director of Public Education for the Foundation, to Betty Ross West, Supervisor of Public Affairs for the Station WNBQ. Mrs. West accepted the award on behalf of Lloyd E. Yoder, Vice President and General Manager of WMAQ, WNBQ, Chicago. The citation, signed by Helen Keller, counselor to the Foundation, reads: "In recognition of your efforts to promote a more realistic attitude towards blindness."

The awards luncheon, which was held at the Hotel Governor Clinton in New York, was a highlight of the three-day Public Relations Workshop attended by executives of agencies serving the blind throughout the United States.

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NBC-New York, 5/18/60



CAST, CREDITS AND SONGS FOR 'FORD STARTIME' COLORCAST  
OF 'SING ALONG WITH MITCH' ON NBC-TV NETWORK  
TUESDAY, MAY 24 (8:30 TO 9:30 P.M. EDT)

FORMAT: Songs for singing, old and new, in the  
style of Mitch Miller

STAR AND HOST: Mitch Miller

ALSO STARRING: The Sing Along Gang, the Brothers Four,  
Diana Trask and Leslie Uggams

PRODUCED AND DIRECTED BY Bill Hobin

WRITTEN BY Gordon Cotler

SET DESIGNER: Paul Barnes

CHOREOGRAPHY CONCEIVED  
AND STAGED BY James Starbuck

COSTUMES BY Sal Anthony

MUSICAL ARRANGER AND  
ASSOCIATE CONDUCTOR: Jimmy Carroll

ASSISTANT TO THE PRODUCER: Dorothy Walsh

ASSOCIATE DIRECTOR: Marcia Kuyper Schneider

UNIT MANAGER: Dick Diorio

TECHNICAL DIRECTOR: Walter Miller

LIGHTING DIRECTOR: Robert W. Davis

AUDIO: Phil Falcone

SENIOR VIDEO: Arnold Dick

\* \* \*

A TELEVISION  
PRESENTATION OF: Marendel Enterprises Inc., in association  
with Hubbell Robinson Productions Inc.

SPONSOR: The Ford Motor Company

AGENCY: J. Walter Thompson Company

(more)



CAST, CREDITS AND SONGS FOR 'FORD STARRING' COLORED

OF 'SING ALONG WITH MIKE' ON NBC-TV NETWORK

TUESDAY, MAY 24 (8:30 TO 9:30 P.M. EDT)

Songs for singing, old and new, in the

style of Mitch Miller

Mitch Miller

The Sing Along Gang, the Brothers Four,

Miss Trask and local groups

Bill Hobbs

James Starnes

James Starnes

James Starnes

Sam Anthony

James Starnes

James Starnes

James Starnes

Jack Davis

Walter Miller

Robert W. Davis

Paul Wilson

Arnold Dick

\* \* \*

James Starnes

Walter Miller

J. Walter Thompson Company

(1950)

CAST AND HOSTS:

ISO STARRING:

PRODUCED AND DIRECTED BY

WRITTEN BY

SET DESIGNER:

AND STAGED BY

COSTUMES BY

MUSICAL ARRANGER AND  
ASSOCIATE CONDUCTOR

ASSISTANT TO THE PRODUCER:

UNIT MANAGER:

UNIT:

TELEVISION  
PRESENTATION ON:

2 - Credits for 'Sing Along with Mitch'

ORIGINATION: NBC Color Studios, Brooklyn, N. Y., on  
color video tape

NBC PRESS REPRESENTATIVES: Charlie Gregg (New York) and Bill Fague  
(Hollywood)

\* \* \*

THE SONGS:

OPENING SEGMENT:

1. "Heart of My Heart" -- Sing Along Gang
2. "Dough Re Me" -- Sing Along Children

TWENTIES SEGMENT:

3. "Singing in the Rain" -- the Gang
4. "All I Do Is Dream of You" -- the Gang
5. "Toot Toot Tootsie, Goodbye" -- the Gang
6. "Pretty Baby" -- the Gang
7. "Bumble Bee" -- the Gang
8. "Baby Face" -- the Gang
9. "Three O'Clock in the Morning" -- the Gang
10. "Just a Little Sparrow in the Nest of the Lord" -- Leslie  
Uggams

BLOCK PARTY SEGMENT:

11. "Children's Marching Song" -- the Children
12. "School Days" -- the Gang
13. "Sweet Rosie O'Grady"-- the Gang
14. "East Side, West Side" -- the Gang
15. "The Band Played On" -- the Gang
16. "Oh, You Beautiful Doll" -- the Gang
17. "Beer Barrel Polka" -- the Gang
18. "A Guy Is a Guy" -- Diana Trask

(more)



### 3 - Credits for 'Sing Along with Mitch'

#### SOLDIERS SEGMENT:

19. "My Buddy" -- the Gang
20. "Hinky Dinky Parlez Vous" -- the Gang
21. "Long Long Trail" -- the Gang
22. "Give My Regards to Broadway" -- the Gang
23. "Greenfields" -- the Brothers Four

#### SING ALONG SEGMENT:

24. "Let Me Call You Sweetheart" -- the Gang
25. "Bicycle Built for Two" -- the Gang
26. "Old Gray Bonnet" -- the Gang
27. "When I Grow Too Old to Dream" -- the Gang
28. "Four Leaf Clover" -- the Gang

#### CLOSING SEGMENT:

29. "Now Is the Hour" -- the Gang
30. "Be Kind to Your Web Footed Friends" -- the Gang

\* \* \*

#### THE AUDIENCE PERFORMS

Viewers will be the participating audience on "Sing Along with Mitch." According to Miller, one of the largest choruses ever assembled -- the millions of viewers watching the show -- will be invited to join in the singing via lyrics which will be presented on your TV screens. This program concept is based upon the idea behind Miller's widely successful "Sing Along" record albums.

\* \* \*

(more)



- 19. "My Baby" -- the Gang
- 20. "Honey Baby Baby" -- the Gang
- 21. "Long Long Train" -- the Gang
- 22. "Give My Regards to Broadway" -- the Gang
- 23. "Goodnight" -- the Gang

ALONE SINGING:

- 24. "Let Me Call You Sweetheart" -- the Gang
- 25. "Mystery Train" -- the Gang
- 26. "Old Gray Squirrel" -- the Gang
- 27. "When I Grow Too Old to Dream" -- the Gang
- 28. "Four Leaf Clover" -- the Gang

THE GUEST:

- "Now Is the Hour" -- the Gang
- "Be Kind to Your Wear Tired Friends" -- the Gang

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THE AUDIENCE SINGS:

There will be the singing of the song "Sing Along with Mitch" recorded to music, one of the latest songs ever recorded -- the millions of visitors watching the show -- will be invited to join in the singing the lyrics which will be presented on a TV screen. This program is being shown on the local radio station. "Sing Along" record album.

THE STAR:

Star-host Mitch Miller, head of Columbia Records popular music division, presents six of his own discoveries, all teenagers. They are songstress Diana Trask, a 19-year-old Australian beauty; Leslie Uggams, a singer of spirituals who marks her 17th birthday on the colorcast; and the Brothers Four, whose current "Greenfields" is at the top of most popular music polls. Miller (known to his fans as "the Beard"), an accomplished symphonic oboist, has earned wide fame for his influence on post-World War II pops music. Everyone within the sound of a juke box, phonograph or radio has heard the songs he selected and arranged, the singers and musicians he has discovered and coached. In addition, scores of his "musical inventions" and "adventures in sound" have become million-copy sellers, notably "Come on a My House" and "Yellow Rose of Texas." The "Sing Along with Mitch" colorcast on "Ford Startime" marks the first appearance of the dynamic music man in a television special.

-----O-----

NBC-New York, 5/18/60

Stanley Miller, head of Columbia Records popular  
division, presides at his own laboratory, at  
a long table with a 12-year-old assistant seated  
beside him, a singer of spirituals who made her 17th birthday  
in the company; and the Brothers Four, whose current "Sweetest  
of the Season" is the top of most popular music polls. Miller (known to his  
as "the Boss"), an accomplished symphonic conductor, has earned this  
and for his influence on post-war music. He is a man of  
the sound of a juke box, phonograph or radio has been the  
once he selected and arranged, the singers and soloists he has  
and soloists. In addition, most of his "new" songs  
and "adventures in sound" have become million-dollar sellers.  
Miller's "Come on a My House" and "Yellow Rose of Texas" are "sing-  
long with Miller" selections on "Four Brothers" radio the first  
of the popular music men in a belated special.



May 19, 1960

IRVING GITLIN IS NAMED EXECUTIVE PRODUCER, CREATIVE  
PROJECTS, NBC NEWS AND PUBLIC AFFAIRS

- - -

Noted as Producer and Executive in Field  
Of Broadcast News and Public Affairs

Irving Gitlin, distinguished producer and executive in the field of broadcast news and public affairs, has been named Executive Producer, Creative Projects, NBC News and Public Affairs, it was announced today by William R. McAndrew, Vice President, NBC News.

"We are delighted to welcome to NBC a man of Mr. Gitlin's creative and versatile talent and attainment," Mr. McAndrew said. "His skill and experience will be a valuable addition to NBC's creative resources in our continually expanding activities in news and public affairs programming."

Mr. McAndrew said that Mr. Gitlin's assignment will be announced in the near future.

Mr. Gitlin comes to NBC from CBS, which he joined in September, 1946. Before becoming Director of Public Affairs for CBS News in 1954, he wrote, directed and produced a variety of award-winning programs for both radio and television. These included the radio series "The Nation's Nightmare," which won the Peabody Award, and the television series "The Search," which won both Peabody and Sylvania Awards.

(more)





2 - Irving Gitlin

As Director of Public Affairs for CBS News, Mr. Gitlin was responsible for the creation of such television programs as "The Twentieth Century," "Conquest," "Woman!" "The Last Word," "The Great Challenge" and "Behind the News with Howard K. Smith." In radio programming, his name is prominently associated with the creation of "Unit One," which led to "The Hidden Revolution," "The Galindez-Murphy Case: A Chronicle of Terror," and "Who Killed Michael Farmer?"

In June of 1959, Mr. Gitlin was promoted to the position of Program Executive: Creative Projects, CBS News, with the responsibility of creating high-appeal information programming.

A native New Yorker, Mr. Gitlin attended public schools, the College of the City of New York and Columbia University. During World War II he served in the Marine Corps, and during his tour attended Harvard Graduate School of Engineering and M.I.T. for technical training in radar and communications. He spent two years in the Pacific on radar duty with the rank of captain.

Mr. Gitlin is a trustee of Goddard College in Plainfield, Vt., and a director of the Karen Horney Clinic in New York. He is married to the former Louise Ziskind, has three children and lives in New York City.

-----O-----

NBC-New York, 5/19/60

As Director of Public Affairs for CBS News, Mr. Gittlin was  
responsible for the creation of such television programs as "The  
Modern Century," "Conquest," "Woman," "The Last Word," "The Great  
Idea," and "Behind the News with Howard K. Smith." In radio  
programming, his name is prominently associated with the creation of  
"The O'Connell Show," which led to "The Hidden Revolution," "The Believer-  
They Came: A Chronicle of Terror," and "Who Killed Robert Kennedy?"  
In June of 1952, Mr. Gittlin was promoted to the position of  
General Executive: Creative Projects, CBS News, with the responsi-  
bility of creating high-quality and interesting programming.  
A native New Yorker, Mr. Gittlin attended public schools,  
College of the City of New York and Columbia University, having  
graduated from the latter in 1941. He served in the Marine Corps, and during his tour  
ended Harvard Graduate School of Journalism and M.I.T. for  
national training in radio and communications. He spent two years  
in Pacific on radio duty with the rank of captain.  
Mr. Gittlin is a trustee of Goddard College in Vermont,  
and a director of the New York Public Library. He is  
also a member of the Board of Directors of the New York Public Library and lives

May 19, 1960

WARNER-LAMBERT PURCHASES SPONSORSHIP  
IN 'THIS IS YOUR LIFE' FOR 1960-61

The Warner-Lambert Pharmaceutical Company has purchased sponsorship in "This Is Your Life" on the NBC-TV Network during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"This Is Your Life," with Ralph Edwards as star and host, will begin its ninth TV season in the Fall. One of TV's most popular shows, the award-winning series has honored more than 300 people since it began.

The program will be telecast at a new time in the Fall, Sundays (10:30-11 p.m. NYT). It is now presented Wednesday nights (10 p.m. NYT).

The purchase was placed through Lambert & Feasley, Inc., for Warner-Lambert.

-----O-----





May 19, 1960

DUPLICATING PRODUCTS DIVISION OF MINNESOTA MINING TO SPONSOR  
TELECAST OF WINDUP OF NATIONAL OPEN GOLF CHAMPIONSHIP

The Duplicating Products Division of Minnesota Mining and Manufacturing Company and Midas, Inc., will sponsor the telecast of the windup of the National Open Golf Championship on NBC-TV Saturday, June 18, it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

The Minnesota Mining purchase is for Thermo-Fax copying products.

The National Open will be presented both on video tape and live (9:30 to 10:30 p.m. EDT). A total of 150 of the world's best professional and amateur golfers will compete in this year's Open, starting June 16, at Cherry Hills Country Club near Denver. The telecast will include action at the 16th, 17th and 18th holes in the fourth and final round of the tournament.

The Minnesota Mining purchase was through Erwin Wasey, Ruthrauff & Ryan Inc. The Midas Purchase was placed through Edward H. Weiss Company.

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## NBC COLOR TELEVISION NEWS



COLOR PROGRAMMING ON NBC-TV NETWORK TO TOTAL 920 HOURS  
IN 1960--A 27 PER CENT GAIN OVER THE PREVIOUS YEAR  
- - -

NBC's Paul Klempner Gives Facts and Figures at RCA Dealers' Meeting

LAS VEGAS, MAY 19 -- Color programming on the NBC Television Network will total 920 hours in 1960, a 27 per cent increase over 1959, it was announced today at the RCA Dealers' Meeting here.

In addition, color programming available to viewers in some local markets has expanded to as much as 50 hours a week, and NBC-TV's Summer schedule shows a 16 per cent increase in color hours over 1959. These figures were included in a presentation, titled "Color Hits the Jackpot -- 1960," which was given by Paul Klempner, Color Sales Executive, NBC Television Network.

Mr. Klempner pointed out that color television now blankets America, with 98 of every 100 homes within the coverage area of the 350 color stations. Locally, he said, some 111 stations have invested heavily in color equipment, with 30 major market stations "extremely active" in local color programming. NBC's own color facilities, he added, have reached a total of "nine huge studios, including five in New York and four in California."

Color hours programmed on NBC-TV have leaped each year, Mr. Klempner said, with 1954-59 figures showing an 11-fold increase, from 68 to 724. "Comparing the first week of November in 1960 with the same week last Fall," he said, "you'll find 21 hours of color this year, compared with only 16 hours last year -- a rise of 31 per cent."

(more)





## 2 - Color Programming

NBC-TV, as the number one sports network, will again feature a variety of color sports presentations, Mr. Klempner said. The Sugar Bowl, Pro Bowl, Liberty Bowl, Senior Bowl and the Pro Football Championship will be among them -- "twice as many championship games in color as last season."

The RCA group was also told about the results of a research study just completed for WLW, in Cincinnati, which show "twice as many color homes tune to color shows, two-and-a-half times as many color owners can recall commercial sales points, and three times as many say they will buy the products advertised in color."

NBC-TV's color promotion plans include a special closed-circuit program promoting the new color schedule to affiliated stations sometime in August.

Mr. Klempner gave the same presentation here Wednesday, May 18, before an RCA Distributors' Meeting.

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NBC-5/19/60



May 19, 1960

NBC NEWS SPEEDS TELEVISION AND RADIO COVERAGE OF SUMMIT CRISIS  
DEVELOPMENTS TO U.S. BY FASTEST COMBINATION  
OF COMMUNICATION METHODS

NBC News is speeding its extensive coverage of Summit crisis developments to the American public by the fastest combination of methods.

Two-way radio circuits between New York and Paris were open for more than 20 hours during the first three days of this week. On a normal day, the circuits connecting New York with all parts of Europe are in use only about one hour.

Direct broadcasts from the Palais de Chaillot in Paris, as well as the NBC News studios there, have been used not only for regular and special news programs on the NBC Radio Network but also for NBC-TV news programs.

"We have used voice heavily whenever there was a great demand for immediacy," William R. McAndrew, Vice President, NBC News, said. "It has always been our policy never to let the reporting of fast-breaking news get slowed down by pictures. A perfect example of this was our special television program on the Summit crisis Monday night, where we presented direct reports from our European correspondents, without waiting for films."

(more)





To provide the latest picture coverage, video tape and film have been rushed here by the Eurovision Network, the NBC-BBC trans-Atlantic telephone cable and jet planes from London and Paris.

The Monday-through-Friday "Texaco Huntley-Brinkley Report" illustrates well how these various methods have been employed to bring viewers the fullest and most timely coverage possible. Through the facilities of Radio Television Francais, Chet Huntley's report from a studio at the Palais de Chaillot on the morning of the program is recorded on video tape in Paris, along with whatever film has been taken. The tape is sped by motorcycle to Orly Airport in Paris and put aboard a jet plane.

The same Huntley report is also carried by Eurovision cable to London Airport, recorded on video tape there by the BBC's Outside Broadcasts Unit and transported by jet plane. The advantage of sending the tape from London is that the flight leaves one hour earlier than the flight from Paris. The duplicate tapes also serve as a precautionary measure.

NBC's tape and film transmitting facility at Idlewild Airport in New York have made possible the direct transmission of the Paris coverage, saving the time it would require to transport the tape to the NBC studios. A blank spot is left in the tape to allow for insertion of any brief segment filmed in the afternoon. This later film is transmitted over the trans-Atlantic telephone cable by the "slow scan" method from London to Montreal and carried by cable from Montreal to New York. Huntley's commentary, which is to run behind the film, is sent over the radio circuit just before air time in order to be the most up-to-date account of the events shown.

While the program is being telecast, the two-way radio circuit is kept open, so that Huntley in Paris and David Brinkley in New York can discuss last-minute developments.



NBC TELEVISION NETWORK NEWS  
May 19, 1960

SIX OF THE MOST POPULAR NBC-TV 'PROJECT 20' PROGRAMS  
ARRANGED IN CHRONOLOGICAL ORDER AS SUMMER HIGHLIGHT  
PRESENTING HISTORY-ON-FILM OF FIRST HALF-CENTURY

A history-on-film of the first half of the 20th Century will be one of the Summer's television highlights.

Six of the most popular of the NBC-TV "Project 20" programs will be arranged in chronological order for the first time to give the full sweep of the history of the years 1900-1950, according to an announcement today by Donald B. Hyatt, director of NBC Special Projects and producer-director of "Project 20."

The six programs, with their playdates, are:

"The Innocent Years" (1900-1914), to be telecast Monday, July 18 (10-11 p.m. EDT).

"The Jazz Age" (1919-1929), with the late Fred Allen narrating, to be telecast Friday, Aug. 5 (10-11 p.m. EDT).

"The Great War" (1914-1919), to be telecast Saturday, Aug. 13 (9:30-10:30 p.m. EDT).

"Life in the Thirties" (1929-1939), to be telecast Monday, Aug. 29 (10-11 p.m. EDT).

"Nightmare in Red," a study of Communism inside Russia, to be telecast Saturday, Sept. 3 (9:30-10:30 p.m. EDT).

"Not So Long Ago" (1945-1950), with Bob Hope narrating, to be telecast Monday, Sept. 12 (10-11 p.m. EDT).

(more)





The Purex Company will sponsor four of the programs: "The Innocent Years," "The Jazz Age," "Life in the Thirties," and "Not So Long Ago."

"In the past we have put the programs on one at a time," Hyatt said. "Some have been repeated, several more than once. But through the years we have had many requests from viewers for a chronological arrangement like this."

Since it started in 1953, "Project 20" has been re-creating through authentic fact-film the major events and fermenting forces that have acted upon 20th Century man. It represents the biggest research job ever undertaken in television, its staff having examined an estimated 25,000,000 feet of film in archives here and overseas. It has been widely praised for presenting history in an entertaining and dramatic way that appeals to a mass viewing audience.

"The durability of these programs is one of the striking things about them," Hyatt said. "You commonly hear that a TV show is on the air once and then gone forever, but these, which seem to be among the rare exceptions in the medium, have become a sort of standard library, to be taken off the shelf like a good book."

From the beginning, the programs have been shown almost continually in some part of the world or another. They have been telecast (usually in translation) in Germany, Japan, Norway, Sweden, Denmark, France, Austria, Cuba, Mexico, Holland, as well as Great Britain, Australia and Canada.

The programs also have played a vital role outside television. "Every day in some school somewhere here or abroad one or more of the programs is being shown to students," Hyatt said, "and they have been much used by the United States government agencies overseas."

(more)



In addition to this Summer's six presentations, other popular "Project 20" programs will be scheduled for revival during the 1960-61 season, Hyatt said. These include "The Twisted Cross," "Three, Two, One -- Zero," "Call to Freedom," "Meet Mr. Lincoln," and "Mark Twain's America."

The "Project 20" programs have won virtually every major award in television, including the Peabody, the Freedoms Foundation, the Sylvania, the Emmy and the Ohio State, some of them more than once.

Three of the programs have appeared in book form: "Victory at Sea," "The Jazz Age" and "Meet Mr. Lincoln." An LP recording of "Not So Long Ago," with the voice of Bob Hope and Robert Russell Bennett's music, was recently released by RCA Victor.

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NBC-New York, 5/19/60





# NBC TELEVISION NETWORK NEWS

May 19, 1960

'HAPPY,' NEW SITUATION-COMEDY SERIES, OPENS WITH BABY (NAMED HAPPY) AND HIS UNCLE CHARLIE HELPING CALM FUSS OVER A WEDDING ANNIVERSARY

PREMIERE

A baby named Happy (portrayed by twins David and Steven Born, who take turns starring in the title role) and his Uncle Charlie (Lloyd Corrigan) help stem a crisis revolving around the infant's parents (regular co-stars Ronnie Burns and Yvonne Lime) in "Wedding Anniversary," premiere episode on the NBC-TV Network's "Happy" situation-comedy series Wednesday, June 8 (9-9:30 p.m. EDT, in black and white only).

Happy's mother, Sally, expects her husband, Chris, to remember their anniversary but the date escapes him. Numerous oblique reminders -- including radio calls to and from the highway police and the switching of slumbering guests from one suite to another in the Desert Palms Hotel, where the couple had honeymooned -- plus an active participation by Happy and Uncle Charlie, finally restores Chris' memory.

The premiere episode's cast includes Doris Packer, Howard McNear, Jesse Kirkpatrick, Helen Spring and Robert Anderson.

Alvin Cooperman is executive producer and Manny Rosenberg is producer.

"Happy," produced by Roncom Video Films, Inc., and sponsored by the Kraft Foods Division of the National Dairy Products Corporation through J. Walter Thompson Company, takes the first half-hour spot of the Summer vacationing "Perry Como's Kraft Music Hall" colorcast series.

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May 19, 1960

DRAMA OF MOVE TO FREE KILLER MARKS START OF 'TATE,'

NEW WESTERN-ADVENTURE SERIES STARRING DAVID McLEAN

PREMIERE

David McLean stars in the title role and Sandra Knight and Royal Dano are guest stars in "Hometown," premiere episode of "Tate," the NBC-TV Network's new Western-adventure series, Wednesday, June 8 (9:30-10 p.m. EDT, in black and white only).

In this episode, the one-armed gunfighter, Tate (McLean), returns to his hometown and is asked by Sheriff Morty Taw (Dano) to help prevent an attempt to free a convicted murderer, Mennen Jory (James Coburn), who had been sentenced to hang. The task is complicated when Tate sees what he believes at first to be the "ghost" (Miss Knight) of his deceased wife. A surprise finale marks the drama. Also in the cast are Ted Markland, Tom Holland, Don Wilbanks, Jim Heyward, Warren Vanders and Hank Patterson.

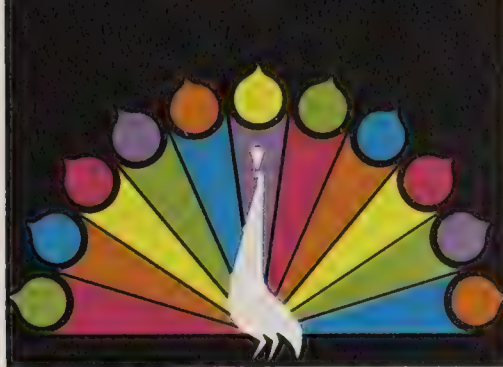
Alvin Cooperman is executive producer of "Tate" and Shelley Hull is the producer. "Tate," produced by Roncom Video Films, Inc., and sponsored by the Kraft Foods Division of the National Dairy Products Corporation through J. Walter Thompson Company, takes the second half-hour time-spot of the Summer vacationing "Perry Como's Kraft Music Hall" full-hour colorcast series.

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NBC COLOR TELEVISION NEWS



May 19, 1960

THIS ADDS UP TO FIRST 'CHEVY MYSTERY SHOW'

- - -

Insurance Firm's Computer Does Detecting in Colorcast Drama,

"The Machine Calls It Murder," Sunday Night, May 29

An insurance company's mechanical brain forecasts an attempt on the life of a young woman in "The Machine Calls It Murder," premiere colorcast of "The Chevy Mystery Show" over the NBC-TV Network Sunday, May 29 (9-10 p.m. EDT). The story is by prize-winning author Harold Swanton.

Walter Slezak, as host, sets the stage for this unusual story, in which Larry Blyden stars as Peter Meineke, operator of the mechanical brain; Everett Sloane as Detective Lt. Malotte and Betsy von Furstenberg as Susan Jerome, the young woman marked for murder.

The mechanical brain makes its grim forecast in the process, on which it has been set by Meineke, of running a routine analysis of recent death claims against the company. Singled out by the machine are the data cards of five young women, each of whom met allegedly accidental death in a fall from a high cliff.

Odds against such a series of fatalities being accidental, according to the machine, were 5,000,000 to 1. In other words, the machine called it murder.

(more)



Projecting into the future, the mechanical brain singled out one more card, that of policyholder Susan Jerome, and computed that she would become the sixth victim within two weeks.

Armed with this intelligence, Meineke plunges into the harrowing ordeal of trying to persuade first his superiors, then the law -- in the person of Detective Malotte -- to help him save the life of Susan Jerome.

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NBC-New York, 5/19/60





SHIRLEY TEMPLE SERVES AS VOLUNTEER NATIONAL CHAIRMAN  
OF 'MULTIPLE SCLEROSIS HOPE CHEST' FUND DRIVE

Shirley Temple, star of the NBC-TV Network's new 1960-61 colorcast series "The Shirley Temple Show," is serving as volunteer national chairman of the "Multiple Sclerosis Hope Chest" fund drive.

Her activity in this cause stems from a personal interest in helping to raise funds for medical research to find a cure for the disease, of which her brother, George Temple, is a victim. Multiple sclerosis afflicts 500,000 persons in the United States, most of whom are between 20 and 40 years of age. The theme of the drive is "Home is where the hurt is when multiple sclerosis strikes."

George Temple, Shirley's older brother, a former U. S. Marine and professional wrestler, became a MS victim in 1943. He is now paralyzed.

Miss Temple (in private life Mrs. Charles Black, the mother of three children) became an active worker in her local branch of the National Multiple Sclerosis Society. She has been a member of the Society's national board of directors for the past three years. As national campaign chairman, Miss Temple will address large groups, coordinate the efforts of more than 125 chapters across the nation and make radio and TV "spot" appeals and appearances.

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May 19, 1960

## BILL OF LEYDEN RATES CONSIDERABLE CREDIT

- - -

'It Could Be You' Ledger Tallies Impressive Statistics  
For Emcee-Host Starting Fifth Year on Show June 6

The number 1064, and the day, will have special significance for Bill Leyden when the emcee-host of NBC-TV Network's "It Could Be You" colorcast series steps up before the cameras Monday, June 6.

The date marks the beginning of Leyden's fifth year on the audience-surprise program, and the number is the total of shows that Bill will have reached on that date for the Ralph Edwards production.

Witty and whimsical William -- Leyden, that is -- can point to some imposing statistics. As "master-of-surprises" five days a week on the show (Mondays through Fridays, 12:30 p.m. EDT), Leyden has consummated nearly 2,100 reunions and kidded his way through 1,560 comic surprises.

Leyden has played host to 1,000 stars of showbusiness who have helped him surprise unsuspecting members of his audience. A total of 422,000 people has come to NBC studios to see his show go on the air.

Leyden receives 4,000 personal fan letters a week, and his contest mail totals 4,408,324 letters for the last four years.

Bill has given away \$2,000,000 in gifts and spent over \$300,000 on transportation to make the various reunions possible. Collected scripts for shows to date number 46,666 pages.

"It Could Be You" is produced by Stefan Hatos. Announcer for the show and Leyden's comic sidekick is Wendell Niles.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

May 20, 1960

SPECIAL MEETING OF UN SECURITY COUNCIL MONDAY, MAY 23  
TO BE COVERED LIVE BY NBC-TV AND RADIO NETWORKS  
- - -  
NBC News Also to Present Special Full-Hour TV Program

A special meeting of the United Nations Security Council will be covered live Monday, May 23 on the NBC Television Network starting at 3 p.m. EDT and on the NBC Radio Network starting at 3:05 p.m. EDT.

In addition, NBC News will present a special television program Monday evening, from 7:30-8:30 p.m. EDT, on the Security Council session and other developments arising out of the Summit crisis. This program will preempt "Riverboat."

NBC News' United Nations correspondent Pauline Frederick will cover the Security Council meeting for the NBC-TV coverage. Leon Pearson and Ben Grauer will cover the meeting for NBC Radio.

The meeting of the 11-nation body was demanded by Soviet Foreign Minister Andrei A. Gromyko to discuss the action of the U. S. in sending a U-2 plane over the Soviet Union.

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May 20, 1960

FORMATION OF ADVISORY COUNCIL FOR NBC-RCA MEDICAL RADIO SYSTEM  
ANNOUNCED AT FOURTH MEETING OF SYSTEM'S EDITORIAL BOARD

The formation of an Advisory Council for the NBC-RCA Medical Radio System was announced May 18 at the fourth meeting of the System's Editorial Board in New York. The Council will be composed of 55 panels representing all leading specialties in the field of medicine. It was announced that 90 physicians had accepted positions on the Council. Additional panel members will be appointed with the Council roster expected to total 150.

Each of the 55 panels will be made up of from 3 to 5 or more outstanding doctors in each specialty. Physicians accepting the nominations will advise the Editorial Board on developments in their particular specialty. In addition to this, they will act as consultants, participate in programs of the Medical Radio System, and write papers on their specialty. The panel members, together with the Editorial Board, and the System's Medical Editor, Dr. Cornelius H. Traeger, represent an assemblage of outstanding leaders in the field of medicine.

Dr. Chester Scott Keefer, Editorial Board Chairman and President of the American College of Physicians, presided at the meeting. Other members of the Editorial Board in attendance were:

Dr. Warren H. Cole, Head, Department of Surgery, University of Illinois Medical School; Dr. Arthur C. DeGraff, Professor of Therapeutics at New York University-Bellevue Medical Center, and Medical Editor of the professional publication "G. P."; Dr. Joseph Garland, Editor, New England Journal of Medicine; Dr. Rudolph H. Kampmeier, Professor of Medicine, Vanderbilt University, and Editor,

(more)





## 2 - Medical Radio System

the Southern Medical Journal; Dr. Daniel M. Rogers, Member of the Board of Directors of the American Academy of General Practice, and Chairman of the Publications Committee of "G. P."; Dr. Edward C. Rosenow Jr., Executive Director, ACP; Dr. Howard A. Rusk, Director of the Institute of Physical Medicine and Rehabilitation, and Associate Editor of the New York Times; and Dr. Frank M. Woolsey Jr., Associate Dean, Albany Medical College, and Chairman, Radio-Television Electronics Committee of the American Association of Medical Colleges.

Other members of the Editorial Board are: Dr. Seymour H. Farber, Assistant Dean, Continuing Education of University of California Medical Center, President of American College of Chest Physicians, and Chairman, AMA Sections of Diseases of the Chest; and Dr. Michael E. DeBakey, Chairman, Department of Surgery, and Professor of Surgery at Baylor University.

Sales offices for doctors' subscriptions have been established in New York, Chicago, Los Angeles, San Francisco, Boston, Baltimore, Washington, Philadelphia, Pittsburgh, Atlanta, Minneapolis-St. Paul and Dallas-Fort Worth.

Field testing of the specially designed FM Multiplex equipment has been completed and an announcement of the on-the-air date will be forthcoming shortly.

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New York-5/20/60



CORRECTION, PLEASE

MINNESOTA MINING, AND MIDAS, INC., TO SPONSOR TELECAST  
OF WINDUP OF NATIONAL OPEN GOLF CHAMPIONSHIP

The Duplicating Products Division of Minnesota Mining and Manufacturing Company, and Midas, Inc., will sponsor the telecast of the windup of the National Open Golf Championship on the NBC-TV Network Saturday, June 18.

(The name of Midas, Inc., was included in the text but inadvertently was omitted from the headline of the story in the NBC Daily News Report dated May 19.)

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NBC-New York, 5/20/60





NBC-TV NETWORK PROGRAM

SEN. JOHN F. KENNEDY INTERVIEW ON 'TODAY'

Senator John F. Kennedy (D.-Mass.) will be interviewed on NBC-TV's "Today" show by Dave Garroway Tuesday, May 24 in the 8:30 to 9 a.m. EDT time segment of the show. The interview will originate "live" from "Today's" Washington, D. C. studio with Dave Garroway talking to the Senator from New York via a two-way audio pickup.

The interview follows by a day "Today's" political profile on the Senator. These special political features are sponsored by Autolite (through Grant Advertising Inc. in Detroit.)

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NBC-New York, 5/20/60



CREDITS FOR 'MD USA,' A 'MARCH OF MEDICINE' COLORCAST  
ON NBC-TV NETWORK FRIDAY, MAY 27 (8:30-9:30 P.M. EDT)

PRODUCER: William Eiman

WRITER: Lou Hazam

DIRECTOR: Henwar Rodakiewicz

EDITOR: Connie Gochis

MUSIC BY: George K. Kleinsinger

NARRATOR: Norman Rose

PRODUCED AND SPONSORED BY: Smith Kline & French Laboratories in cooperation with  
the American Medical Association.

DESCRIPTION: A special report depicting the work of five American physicians filmed in various parts of the country as they provide care for a wide array of patients. Highlighting the understanding and skill of modern doctors, "MD USA" focuses on:

Dr. William Mills, an orthopedic surgeon of Anchorage, Alaska, as he treats Eskimos at a remote clinic on the frozen tundra;

Dr. David B. Dolese of Ganado, Ariz., in his practice dealing with "medical peculiarities" of the Indian tribes located on the great Navaho reservation;

Dr. Julius M. Fernandez, an obstetrician of Franklin, La.;

Dr. David G. Moyer, a typical "family doctor" of Lansdale, Pa., dispensing warm and kindly attention to his patients in a pleasant suburban atmosphere, and

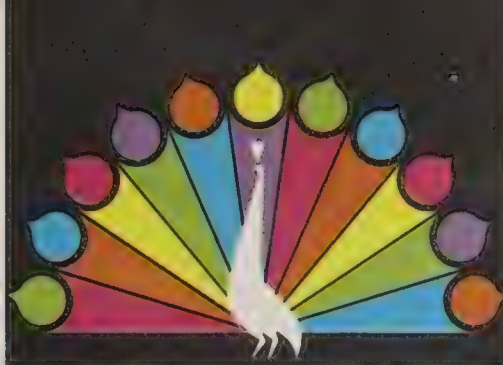
Dr. Daniel E. Dorchester, a "flying doctor" who travels by airplane to care for migrant workers along the watery frontier of Sturgeon Bay, Wis.

AGENCY: Doremus-Eshelman Co.





NBC COLOR TELEVISION NEWS



May 20, 1960

NBC-TV NETWORK COLORCAST SCHEDULE  
For Week of May 29 - June 4 (All Times EDT)

Sunday, May 29

8-9 p.m. -- "Music on Ice" - variety ice show with Johnny Desmond as host.

9-10 p.m. -- "The Chevy Mystery Show" presents "The Machine Calls It Murder," starring Larry Blyden, Everett Sloane and Betsy von Furstenberg. Walter Slezak is host. (Premiere)

Monday through Friday, May 30-June 3

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, May 30

10-11 p.m. -- "The Steve Allen Plymouth Show" - Patrice Munsel, Phil Harris, Jonathan Winters and The Norad Band are guests tonight.

Tuesday, May 31

8:30-9:30 p.m. -- "Ford Startime" presents the Nanette Fabray Show, "So Help Me, Aphrodite," starring Miss Fabray with Tony Randall, Jean Pierre Aumont, Stubby Kaye and Robert Strauss.

9:30-10 p.m. -- "The Arthur Murray Party" - with tonight's guests Hal March, Paul Winchell and Alan Young.

(more)



## 2 - NBC-TV Network Colorcast Schedule

### Wednesday, June 1

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall" - David McLean,  
star of NBC-TV's new "Tate" series, is on hand tonight for  
Perry's last program of the current season.

### Thursday, June 2

9:30-10:30 p.m. -- "Summer on Ice - 1960," a special ice-skating  
extravaganza, starring Craig Stevens as host, Gisele MacKenzie,  
Tab Hunter and cast of Ice Capades of 1960.

### Friday, June 3

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

### Saturday, June 4

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "The Hanging Posse."

(Repeat)

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NBC-New York, 5/20/60





2-X-H



May 23, 1960

NBC NEWS PLANS FOR POLITICAL CONVENTION COVERAGE INCLUDE NEW  
ELECTRONIC EDITING SYSTEM THAT WILL PUT NEWSMEN  
IN FULL EDITORIAL CONTROL OF TV COVERAGE  
- - -

Enough Gear to Equip Two Stations--One Radio, One TV--to Be on Hand

NBC News plans for the national political conventions -- including a new electronic editing system that will put newsmen, rather than technicians, in full editorial control of the television coverage -- were announced today by William R. McAndrew, Vice President, NBC News.

Mr. McAndrew said that the electronic editing system would free NBC News editors and correspondents from the technical complexities of the television coverage and would permit them to concentrate fully on editorial decisions.

"At past conventions," Mr. McAndrew said, "television newsmen were sometimes inhibited by the complex job of handling as many as 28 remotes from widely scattered cameras. In some cases, quick decisions had to be made by technical, rather than editorial, personnel.

"The new system streamlines the coverage to a point where a single news editor can select and schedule the elements of the convention story swiftly and easily to give a balanced, unified account of what is happening in the convention hall and around the city."

(more)



## 2 - Conventions

Mr. McAndrew said that the electronic editing system was developed in a joint effort by the NBC News and NBC Technical Operations Departments. The two departments started work on the system shortly after the 1956 conventions and completed the project this year.

The NBC News coverage, Mr. McAndrew said, will again be headed by correspondents Chet Huntley and David Brinkley, who were widely commended for their reporting of the 1956 conventions. They will be supported by an NBC convention staff of 350 newsmen, camera-men and engineers in each of the convention cities.

NBC facilities at Los Angeles on July 11 for the Democratic convention, and at Chicago two weeks later for the Republican sessions, will include enough cameras, microphones, control equipment and news rooms and studios to make up two full-fledged stations -- one radio, one TV. NBC's 32 cameras will range in size from the latest in ultra-portable models to a 50-foot high-reach camera that will cover the entrances of the convention halls.

The output of these cameras will be channeled via the electronic editing system to one news editor who will select the sequences to be telecast according to their news value and without concern for the mechanics of the operation. An important feature of the simplified system is that the news editor need watch only four television monitors to see the entire output of the NBC cameras.

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NBC-New York, 5/23/60





May 23, 1960

'THE LONE WESTERNER,' HALF-HOUR FILM SERIES STARRING BRIAN KEITH,  
TO START ON NBC-TV NETWORK AS FRIDAY NIGHT FEATURE SEPT. 30

"The Lone Westerner," a half-hour filmed series starring Brian Keith in the role of a working cowman in the Southwest during the 1890s will make its debut as an NBC-TV Network Friday night series Sept. 30 (8:30 to 9 p.m. NYT). Announcement of the debut of the series (originally titled "The Westerner") was made today by David Levy, Vice President, Programs and Talent, for the network.

Set along the Mexican border, the series tells the story of the solitary cowman, Dave Blassingame (Keith), whose dreams of settling down to a life of ranching and the breeding of quarter horses are continually postponed by the demands of frontier life. Blassingame, though not a gregarious man by nature, has great sympathy for those pioneers who are trying desperately to settle in the raw new country. When tyrannical authority or the selfish designs of strong men threaten the welfare of the little people, Blassingame is forced to intercede in their behalf -- sometimes to his own

(more)



2 - 'Lone Westerner'

detriment. In his adventures, he is always accompanied by a huge dog (the animal that portrayed "Old Yeller" in the Walt Disney film). The solitary Blassingame hopes, in time, to acquire a stake and to settle in the Southwest in the location of his dreams.

Four Star Television will produce "The Lone Westerner" with Sam Peckinpah serving as producer for the series. Directors will include Peckinpah, Andre de Toth, Bernard Kowalski and Elliot Silverstein. The series will be written by Peckinpah (who is co-creator and headwriter of "The Rifleman"), Cyril Hume and Bruce Geller.

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NBC-New York, 5/23/60





# NBC TELEVISION NETWORK NEWS

May 23, 1960

## 'EMMY AWARDS' NOMINEES

NBC News Has Six Nominations in News and Public Affairs  
In Complete Roster of Award Nominees Announced By  
National Academy of Television Arts and Sciences

NBC News earned six nominations for outstanding achievements in the field of news and public affairs -- more than any other network -- when the announcement of the 1959-60 Emmy Award nominees was made today by the National Academy of Television Arts and Sciences. Presentation of the awards will take place on Monday, June 20 when NBC-TV telecasts the "Emmy Awards" show (10-11:30 p.m. EDT) for the sixth consecutive year.

The news nominations selected by Academy members include the series of "Chet Huntley Reporting," "The Texaco Huntley-Brinkley Report," "Journey to Understanding" and "Meet the Press"; the pool coverage by NBC of Khrushchev's arrival, his appearance at the National Press Club and his speech to the nation; and an engineering award nomination, in collaboration with the British Broadcasting Corporation, for the development of the cable-film process speeding the transmission of overseas events.

Other NBC programs honored with Emmy nominations include "The Turn of the Screw" on "Ford Startime" which received five nominations, "The Moon and Sixpence" which received three nominations, "Another Evening with Fred Astaire" (two nominations), "The Dinah

(more)





## 2 - 'Emmy Awards'

Shore Chevy Show" (two nominations) "The Bell Telephone Hour" (two nominations), "The Loretta Young Show," "The Hallmark Hall of Fame," "The Breck Sunday Showcase," "Life in the Thirties" (on "Project 20") and "The Lawless Years."

A complete list of the nominations in all award categories follows:

### OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF HUMOR

(A regular program, a special program, or a series. Any length, live, tape or film.)

Art Carney Special - VIP - Dec. 4, 1959 - NBC  
Danny Thomas Show (Series) - CBS  
Father Knows Best (Series) - CBS  
Jack Benny Show (Series) - CBS  
Red Skelton Show (Series) - CBS

### OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA

(A regular program, a special program, or a series. Any length, live, tape or film.)

Ethan Frome - Dupont Show of the Month - Feb. 18, 1960 - CBS  
The Moon and Sixpence - Oct. 30, 1959 - NBC  
Playhouse 90 (Series) - CBS  
The Turn of the Screw - Ford Startime - Oct. 20, 1959 - NBC  
The Untouchables (Series) - ABC

### OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF VARIETY

(A regular program, a special program, or a series. Any length, live, tape or film.)

Another Evening with Fred Astaire - Nov. 9, 1959 - NBC  
Dinah Shore Chevy Show (Series) - NBC  
Fabulous Fifties - Jan. 31, 1960 - CBS  
Garry Moore Show (Series) - CBS  
Tonight with Belafonte - Revlon Revue - Dec. 10, 1959 - CBS

### OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF NEWS

(A regular program, a special program, or a series. Any length, live, tape or film.)

Chet Huntley Reporting (Series) - NBC  
Douglas Edwards with the News (Series) - CBS  
The Texaco Huntley-Brinkley Report (Series) - NBC  
Journey to Understanding (Series) - NBC  
Khrushchev's arrival, appearance at National Press Club, speech to the nation - Sept. 15-27, 1959 - Journey to Understanding - Pool coverage by NBC

(more)





### 3 - 'Emmy Awards'

#### OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF PUBLIC AFFAIRS AND EDUCATION

(A regular program, a special program, or a series. Any length, live, tape or film.)

Meet the Press (Series) - NBC  
The Population Explosion - CBS Reports - Nov. 11, 1959 - CBS  
Small World (Series) - CBS  
Twentieth Century (Series) - CBS  
Winter Olympics - CBS

#### OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF CHILDREN'S PROGRAMMING

(A regular program, a special program, or a series. Any length, live, tape or film.)

Captain Kangaroo (Series) - CBS  
Huckleberry Hound (Series) - Syndication  
Lassie (Series) - CBS  
Quick Draw McGraw (Series) - Syndication  
Watch Mr. Wizard (Series) - NBC

#### OUTSTANDING ACHIEVEMENT IN THE FIELD OF MUSIC

(A regular program, a special program, or a series. Any length, live, tape or film. Composing, arranging, conducting, etc.)

Bell Telephone Hour (Series) - NBC  
Green Pastures - Hallmark Hall of Fame - March 23, 1959 - NBC  
Leonard Bernstein and The New York Philharmonic (Series) - CBS  
Music of Gershwin - Bell Telephone Hour - Nov. 20, 1959 - NBC  
Young People's Concerts - Leonard Bernstein (Series) - CBS

#### OUTSTANDING SINGLE PERFORMANCE BY AN ACTOR (Lead or support)

(Single performance only. Any length, live, tape or film.)

Lee J. Cobb - Project Immortality - Playhouse 90 - June 11, 1959  
- CBS  
Alec Guinness - The Wicked Scheme of Jebal Deeks - Ford Startime  
- Nov. 10, 1959 - NBC  
Laurence Olivier - The Moon and Sixpence - Oct. 30, 1959 - NBC

#### OUTSTANDING SINGLE PERFORMANCE BY AN ACTRESS (Lead or support)

(Single performance only. Any length, live, tape or film.)

Ingrid Bergman - The Turn of the Screw - Ford Startime -  
Oct. 20, 1959 - NBC  
Julie Harris - Ethan Frome - Dupont Show of the Month -  
Feb. 18, 1960 - CBS  
Theresa Wright - The Margaret Bourke-White Story - Breck Sunday  
Showcase - Jan. 3, 1960 - NBC

(more)





#### 4 - 'Emmy Awards'

##### OUTSTANDING PERFORMANCE BY AN ACTOR IN A SERIES (Lead or support) (Continued performance only. Any length, live, tape or film.)

Richard Boone - Have Gun, Will Travel - CBS  
Raymond Burr - Perry Mason - CBS  
Robert Stack - The Untouchables - ABC

##### OUTSTANDING PERFORMANCE BY AN ACTRESS IN A SERIES (Lead or support) (Continued performance only. Any length, live, tape or film.)

Donna Reed - Donna Reed Show - ABC  
Jane Wyatt - Father Knows Best - CBS  
Loretta Young - Loretta Young Show - NBC

##### OUTSTANDING PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR SERIES (Regular or special. Any length, live, tape or film.)

Fred Astaire - Another Evening with Fred Astaire -  
Nov. 9, 1959 - NBC  
Harry Belafonte - Tonight with Belafonte - Revlon Revue -  
Dec. 10, 1959 - CBS  
Dinah Shore - Dinah Shore Chevy Show (Series) - NBC

##### OUTSTANDING WRITING ACHIEVEMENT IN DRAMA (Regular or special. Any length, live, tape or film.)

<u>Writer</u>	<u>Program</u>	<u>Series</u>
James Costigan	The Turn of the Screw Oct. 20, 1959	Ford Startime NBC
Loring Mandel	Project Immortality June 11, 1959	Playhouse 90 CBS
Rod Serling	Twilight Zone - various episodes	Twilight Zone CBS

##### OUTSTANDING WRITING ACHIEVEMENT IN COMEDY (Regular or special. Any length, live, tape or film.)

<u>Writer</u>	<u>Program</u>	<u>Series</u>
Dorothy Cooper } Roswell Rogers }	Various episodes	Father Knows Best CBS
Sam Perrin } George Balzer } Al Gordon } Hal Goldman }	-	Jack Benny Show CBS
Nat Hiken	Ballad of Louie the Louse - Oct. 17, 1959	- CBS

(more)





## 5 - 'Emmy Awards'

### OUTSTANDING WRITING ACHIEVEMENT IN THE DOCUMENTARY FIELD

(Regular or special. Any length, live, tape or film.)

<u>Writer</u>	<u>Program</u>	<u>Series</u>	
James Benjamin	From Kaiser to Fuehrer - April 5, 1959	Twentieth Century	CBS
Richard F. Hanser } Henry Salomon }	Life in the Thirties - Oct. 16, 1959	Project 20	NBC
Howard K. Smith } Av Westin }	The Population Explosion - Nov. 11, 1959	CBS Reports	CBS

### OUTSTANDING DIRECTORIAL ACHIEVEMENT IN DRAMA

(Regular or special. Any length, live, tape or film.)

<u>Director</u>	<u>Program</u>	<u>Series</u>	
John Frankenheimer	The Turn of the Screw - Oct. 20, 1959	Ford Startime	NBC
Phil Karlson	The Untouchables - April 20 and 27, 1959	Westinghouse - Desilu Playhouse	CBS
Robert Mulligan	The Moon and Sixpence - Oct. 30, 1959		NBC

### OUTSTANDING DIRECTORIAL ACHIEVEMENT IN COMEDY

(Regular or special. Any length, live, tape or film.)

<u>Director</u>	<u>Program</u>	<u>Series</u>	
Seymour Berns		Red Skelton Show	CBS
Sheldon Leonard		Danny Thomas Show	CBS
Ralph Levy	Jack Benny Hour - specials		CBS

### OUTSTANDING ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN

(Any type or length program or series.)

<u>Art director or scenic designer</u>	<u>Program</u>	<u>Series</u>	
Charles Lisanby	-	Garry Moore Show	CBS
John J. Lloyd	Various episodes	Alfred Hitchcock Presents	CBS
Frank Smith	The Untouchables - April 20 and 27, 1959	Westinghouse - Desilu Playhouse	CBS

(more)



6 - 'Emmy Awards'

OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR TELEVISION  
(Any type or length filmed program or series.)

<u>Cinematographer</u>	<u>Program</u>	<u>Series</u>	
William Margulies	The Morrison Story - Aug. 20, 1959	The Lawless Years	NBC
Charles Straumer	The Untouchables - April 20 and 27, 1959	Westinghouse - Desilu Playhouse	CBS
Ralph Woolsey	Secret Island - Dec. 4, 1959	77 Sunset Strip	ABC

OUTSTANDING ACHIEVEMENT IN ELECTRONIC CAMERA WORK  
(Any type or length program or series.)

Playhouse 90 (Series)		CBS
The Turn of the Screw - Oct. 20, 1959 - Ford Startime		NBC
Winter Olympics		CBS

OUTSTANDING ACHIEVEMENT IN FILM EDITING FOR TELEVISION  
(Any type or length filmed program.)

<u>Film editor</u>	<u>Program</u>	<u>Series</u>	
Dan Landres	The Patsy - Feb. 21, 1960	General Electric Theatre	CBS
Ben H. Ray Robert L. Swanson	-	The Untouchables	ABC
Edward Williams	Man from the South March 13, 1960	Alfred Hitchcock Presents	CBS

OUTSTANDING ENGINEERING OR TECHNICAL ACHIEVEMENT  
(In picture, in sound, in development of technical equipment, etc.)

The new General Electric supersensitive camera tube permitting colorcasting in no more light than is needed for black and white.

The National Broadcasting Company and the British Broadcasting Corporation for the development of the cable-film process speeding the transmission of overseas events.

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NBC-New York, 5/23/60





May 23, 1960

TAPED COMMERCIALS PRODUCED BY NBC TELESales WIN TOP HONORS  
IN THREE CATEGORIES OF COMMERCIAL FILM FESTIVAL

Taped commercials produced by NBC TeleSales won top honors in three categories of the First Annual Commercial Film Festival held at Roosevelt Hotel, New York, Friday, May 20.

One commercial, for Delco batteries, took first prize in two categories -- Auto Accessories and Top Video Tape Production. In the latter category, another TeleSales-produced commercial, for Valiant cars, won honorable mention.

TeleSales' other first place award came in the Appliances category for General Electric. In a special Music Scoring category, TeleSales' commercial for Tang won honorable mention.

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May 23, 1960

NBC TELEVISION AND RADIO NETWORKS WILL CARRY  
EISENHOWER'S REPORT TO NATION MAY 25

The NBC Television Network will carry President Eisenhower's report to the nation on the events in Paris at 10 p.m. EDT Wednesday, May 25. The decision to schedule his talk on tape at that time, requiring the preemption of the commercially sponsored "This Is Your Life," was designed to reach the millions who will be unable to tune in the President at the earlier hour designated by the other networks and will thereby vastly increase his total audience.

The NBC Radio Network will carry the President's report live at 8 p.m. EDT, and will make the speech available -- live -- to its owned and operated and affiliated stations across the country.

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NBC-TV NETWORK PROGRAM

SENATOR FULBRIGHT, BACK FROM MIDEAST TRIP, WILL 'MEET THE PRESS'

Senator J. William Fulbright (D.-Ark.), chairman of the Senate Foreign Relations Committee, who has just returned from a fact-finding trip to the Middle East where he visited Israel, Egypt and Jordan, will be the guest on "Meet the Press" Sunday, May 29 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor" 6:30 p.m. EDT. WNBC time 6:35 p.m. EDT).

Senator Fulbright will be interviewed by a news panel including Frank Bourgholtzer of NBC News and Stewart Hensley of United Press International. The program, a Public Affairs presentation of NBC News, will be telecast live from Washington.

NBC-New York, 5/23/60



BOOKS TO BE RECOMMENDED IN THE "READING IS FUN" PROJECT  
OF "HOWDY DOODY" COLORCASTS DISCUSSED BY CHILDREN'S  
BOOK COMMITTEE AT MEETING WITH PRODUCER MUIR

The books to be recommended during the coming months of "The Howdy Doody Show" and other matters related to the program's "Reading is Fun" project were discussed by members of the National Television Children's Book Committee at a meeting with E. Roger Muir, producer of the NBC-TV Network colorcast series, last week.

Mr. Muir met with the committee of outstanding persons from the children's book field in Philadelphia where they were attending the annual convention of the National Congress of P. T. A.'s. The committee consists of Mrs. Ruth Gagliardo (chairman), Miss Mildred Batchelder, Miss Ruth Harshaw, and Miss Frances Sullivan.

In addition to selecting the books, Mr. Muir and the committee members discussed the widespread favorable reactions to the "Reading is Fun" project. The committee reported it had received comment from school and library officials as well as associates in the book field, all praising the program for encouraging children to read books.

Schools, libraries and book stores have asked for lists of the recommended books, posters and other material on the project. Mr. Muir said plans are being made to fill these requests.

("The Howdy Doody Show" is colorcast on the NBC-TV Network Saturdays, 10 a.m. EDT.)

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2-X-H

NBC TRADE NEWS

May 24, 1960

WARNER-LAMBERT PHARMACEUTICAL COMPANY RENEWS ITS SPONSORSHIP  
OF 'THE LORETTA YOUNG SHOW' ON NBC-TV NETWORK FOR 1960-61

Warner-Lambert Pharmaceutical Company Inc.  
has renewed its sponsorship of "The Loretta Young  
Show" on NBC-TV during the 1960-61 season, it was  
announced today by Don Durgin, Vice President, NBC  
Television Network Sales. The purchase is for  
Listerine Antiseptic.

The series, which will begin its eighth  
season on NBC-TV in the Fall, will continue to be  
telecast Sundays, 10-10:30 p.m. (NYT). Loretta  
Young will continue as hostess of the weekly pro-  
gram as well as starring in most of the shows with  
guest performers.

The Warner-Lambert purchase was placed  
through Lambert & Feasley Inc.

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May 24, 1960

'1960 CONVENTION HANDBOOK,' EDITED BY NBC NEWS,  
WILL BE PUBLISHED IN JUNE, COVERING ALL  
PHASES OF POLITICAL CONCLAVES

A "1960 Convention Handbook" edited by NBC News and examining the parties, places, platforms and personalities involved in this Summer's national political conventions, will be published for newsstand sale throughout the world.

The Handbook, written by Chet Huntley, David Brinkley and other NBC newsmen, will be published by Davis Publications, Inc., for newsstand sale at \$1.00 a copy. Publication date has been set for June 23.

The introduction to the Handbook is by Robert E. Kintner, President of NBC. A chapter by William R. McAndrew, Vice President, NBC News, explains how broadcast coverage heightens public interest in the conventions.

Other chapters will look into the history and function of conventions, the candidates and their voting records, the keynoters, chairmen and delegates -- how they are selected and how they vote. Special score cards will permit readers to record the convention balloting.

(more)





The Handbook will include a study of Los Angeles, with maps and diagrams, as the "City of Angles," when it plays host to the Democrats on July 11. Chicago, where the Republicans convene July 25, will be examined as the favorite convention site of both parties through the years.

The Handbook also will show in detail how the conventions will be covered by television and radio. It will examine the history of both major parties, will summarize important campaigns since 1800, and will outline the issues in the coming campaign.

The "1960 Convention Handbook" will be illustrated with photographs, old prints, charts and maps. It will be printed by Rumford Press in Concord, N. H., and distributed by the Curtis Circulation Company.

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NBC-New York, 5/24/60



NBC COLOR TELEVISION NEWS



May 24, 1960

'THE CHEVY MYSTERY SHOW'

PETER WALKER, PEG LA CENTRA AND LEE PATRICK HEAD  
SUPPORTING CAST OF 'THE MACHINE CALLS IT MURDER'

Peter Walker, Peg La Centra and Lee Patrick head the supporting cast for "The Machine Calls It Murder," premiere episode of "The Chevy Mystery Show" colorcast series on the NBC-TV Network Sunday, May 29 (9-10 p.m. EDT).

With Walter Slezak as host, the stars of this live, full-hour colorcast are Larry Blyden, Everett Sloane and Betsy von Furstenberg. Blyden plays an insurance company statistician, Sloane a detective and Miss von Furstenberg a young woman marked for murder. Walker has been cast as Betsy's husband, Miss Patrick as a lead to one of the suspects, and Miss La Centra as Miss Patrick's landlady.

Others signed are David White as Blyden's boss, Wesley Lau as a forest ranger, Amzie Strickland as Betsy's landlady, Midge Ware as Blyden's secretary and Paul Mazursky as a waiter.

Marc Daniels directs from a teleplay by Harold Swanton.

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BOB HENRY IS HOLLYWOOD PRODUCER-DIRECTOR FOR 'EMMY AWARDS' SHOW

Bob Henry has been signed as producer-director for the Hollywood proceedings on the 12th annual "Emmy Awards" show to be telecast "live" over the NBC-TV Network Monday, June 20 (10 to 11:30 p.m. EDT).

Henry held the same post on last year's show. Bob Finkel, producer of "The Dinah Shore Chevy Show," is the executive producer.

'COMMONWEALTH VS. SACCO AND VANZETTI,' COLLEGE TEXTBOOK,  
USED BY REGINALD ROSE IN RESEARCH FOR TV DRAMA

"Commonwealth vs. Sacco and Vanzetti," a college textbook published by Prentice-Hall of Englewood Cliffs, N. J., is one of the source books used by Reginald Rose in researching his documentary drama, "The Sacco-Vanzetti Story," which will be telecast (in black and white only) on the NBC-TV Network, Fridays, June 3 and 10 (8:30-9:30 p.m. EDT).

The book is an exhaustive study of facts leading up to the controversial trial of the 1920s, the trial itself and the aftermath. It contains transcript from the trial and a detailed study of the repercussions.

Nicola Sacco, a Stoughton, Mass. shoemaker, and Bartolomeo Vanzetti, a fish peddler from Plymouth, Mass., were executed for the murder of a paymaster and guard in Massachusetts in 1927. In the NBC-TV drama Martin Balsam plays Sacco, and Steven Hill, Vanzetti.

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May 24, 1960

LITTLE MISS (EMMY) PROVES BIG HIT

Just a year shy of becoming a teenager, one of the world's most sought after girls will hold her 12th birthday party on Monday, June 20.

No coming-out party among the socialites nor debutante ball ever has boasted a more distinguished guest list.

Each year, the young lady's fame and number of admirers have increased. This year, virtually every top name in television will attend the party personally and the nation's viewers from coast to coast and border to border are invited to watch the festivities.

Like several others in showbusiness -- Annabella, Genevieve, Dagmar and Mistinguette (to name a few) -- this young miss earned fame using a single name.

And the name is Emmy!

Her birthday party, known as the "Emmy Awards," will be held this year on the special NBC-TV Network telecast of that title. It will be telecast live Monday, June 20 (10-11:30 p.m. EDT).

After the party, the little "golden girl," as she is sometimes known, will be ready to go home with 21 personalities who have won her heart through their past year's achievement in television.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

RECIPROCAL REPRESENTATION AGREEMENT BETWEEN TWO MAJOR BROADCASTING  
INTERESTS IN U.S. AND FRANCE SIGNED IN PARIS BY ROBERT W. SARNOFF  
(FOR NBC) AND MARCEL BLEUSTEIN-BLANCHET (FOR REGIE NO. 1)

PARIS, May 25 -- A reciprocal representation agreement between two major broadcasting interests in the United States and France was signed here today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, and Marcel Bleustein-Blanchet, representing Regie No. 1.

Regie No. 1 is exclusive advertising representative of Europe No. 1 in Paris, one of the most important radio stations on the Continent, broadcasting on a power of 1,000 kilowatts, and the privately owned commercial television station, Tele-Monte Carlo.

Alfred R. Stern, Vice President of the Enterprises Division, represented NBC in the negotiations.

"In this pioneering venture in the development and expansion of commercial broadcasting throughout the world," Mr. Sarnoff said, "NBC is particularly fortunate to be associated with M. Bleustein-Blanchet, himself a pioneer in French advertising and broadcasting. We are confident that our relationship will result in better service for television viewers in France and the United States."

M. Bleustein-Blanchet said:

"Reciprocal representation between NBC and Regie No. 1 is indeed a happy event. It opens new horizons to American advertisers in France and neighboring countries. Likewise, European common



## 2 - Reciprocal Representation

market industries will be able to enjoy the benefits of great opportunities in America afforded by the prestigious and effective medium of NBC. Thus a new international link is created in the field, full of promise of audiovisual communications."

M. Bleustein-Blanchet, 53, has built up one of the most successful advertising businesses in Europe. The President of France's largest agency, he attributes his success to adapting "U. S. advertising techniques to the French temperament."

His first experience in broadcasting came in November, 1929, when he initiated radio advertising in France by arranging a fur coat commercial on the Eiffel Tower station. In 1934, he started Radio Cite in Paris, which grew into France's most powerful advertising medium and brought stardom to such performers as Edith Piaf, Yves Montand, Claude Dauphin and Charles Trenet.

At the outbreak of World War II, he became a pilot in the French Air Force. As "Lieutenant Bleustein," he was demobilized in 1940, and, under the alias "Blanchet," joined the underground and helped smuggle British pilots out of France.

After the war, he returned to advertising and, by adapting scientific methods of market research, was able to put new clients with good ideas into business. He guided one company, a maternity clothes store chain which started with \$10,000 capital into a \$3,000,000 business within four years.

His advertising agency today handles some 50 top-ranking French clients in addition to such foreign accounts as Shell, Dunlop, General Motors, Colgate-Palmolive, Singer Sewing Machines, and Trans-Canada Air Lines.

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May 25, 1960

WESTCLOX TO CO-SPONSOR 'THE TAB HUNTER SHOW,' SUNDAY NIGHT  
SITUATION COMEDY SERIES, ON NBC-TV NETWORK IN FALL

Westclox will sponsor "The Tab Hunter Show," the new situation comedy series to begin on NBC-TV in the Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The purchase marks the debut of Westclox as a sponsor of a regular series on NBC-TV. The firm sponsored two hour-long NBC-TV specials during the 1959-60 season -- "Miracle on 34th Street" and "The Philadelphia Story."

"The Tab Hunter Show," which will star Tab Hunter and Richard Erdman, will be telecast Sundays, 8:30-9 p.m. (NYT), beginning in the Fall. Co-sponsor of the series will be P. Lorillard Company, as previously announced.

The Westclox purchase was made through Batten, Barton, Durstine & Osborn, Inc.

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May 25, 1960

KUTV, SALT LAKE CITY, SIGNED  
AS NBC-TV NETWORK AFFILIATE

KUTV, Inc., and the National Broadcasting Company have entered into an affiliation agreement for the former's television station in Salt Lake City, Utah, it was announced today by George C. Hatch, Vice President of KUTV, and Harry Bannister, NBC Vice President in charge of Station Relations. The agreement is effective Oct. 2, 1960.

In making the announcement, Mr. Hatch said: "Our association with the National Broadcasting Company will enable KUTV to commence an extensive schedule of color telecasting and a major expansion of the station's news reporting services.

"KUTV will present a minimum of 60 hours monthly in color commencing with the Fall schedule and will inaugurate three new daily news programs with extensive coverage of local, regional and world news.

"Our owners, the Salt Lake Tribune and the Ogden Standard Examiner, have pioneered newspaper full-color reproduction and have been nationally recognized for outstanding reporting and production through such awards as the Pulitzer and Inland Press. We welcome this opportunity to add color and an enlarged service in the fields of news, special events and public affairs through the affiliation with the National Broadcasting Company.

(more)





"We consider it a compliment that NBC's appraisal of our station as first in the market has led to this affiliation."

Mr. Bannister said: "We are highly pleased with this new affiliation in the Salt Lake market. Our company has traditionally been associated in broadcasting with the country's leading television stations. We are especially pleased that established program attractions returning to the NBC Fall schedule and a wide range of new and exciting NBC programs will be made available during the coming season to the people of Salt Lake City through the pioneering facilities of KUTV."

The present owners of KUTV, Inc., acquired television station KUTV April 1, 1956.

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NBC-New York, 5/25/60



May 25, 1960

ANOTHER FIRST FOR MILTON BERLE! HE'S NATIONAL CHAIRMAN  
OF "AMERICAN SOCIETY OF EMMY WATCHERS"

Milton Berle, a man of many talents who will enter the field of sports commentary come the Fall season as host of "Jackpot Bowling" on NBC-TV, will expand his activities even further on Monday, June 20 when he serves as national chairman of the "American Society of Emmy Watchers." Uncle Miltie, the original "Mr. Television" will be the official No. 1 viewer of NBC-TV's "The Emmy Awards" show on the NBC-TV Network (10 to 11:30 p.m. EDT).

"Emmy watching," Berle opines, "is very serious business."

He wants to make sure that the nation's Emmy-watchers will meet the stiff requirements the society has developed. Some of these qualifications are:

1. Viewers must have a TV set in sight (at least with binoculars)
2. The set must be tuned to NBC-TV at 10 p.m. (EDT) on the 20th of June.
3. The set must be on.
4. Viewers must have at least one eye open.
5. Viewers must not kick the sets in if their favorites lose.

"I know this will be rough on the public," says Berle, "but we can't have people watching 'The Emmy Awards' just any old way. We've got to have standards maintained."

(more)





Requirements for Emmy-watching have been relaxed in a few areas, however, a benevolent Berle reveals. Eating and drinking during the show by viewers will be permitted, Berle points out, adding, "We have also made volume and sitting position optional. Standing, although not quite desirable, will be allowed."

His duties as chairman mark another television "first" for Berle, since he is the first official head of the Emmy watchers -- though members of the group number in the millions.

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NBC-New York 5/25/60



JACK PAAR'S BOOK HIGH ON BEST-SELLER LISTS

Jack Paar's book, "I Kid You Not" moves into third place on the Eastern Best Seller List this week. It has maintained a first place ranking for top non-fiction book sales in the Midwest for the past three weeks.

The autobiography of the NBC-TV Network star has been climbing steadily in sales since its publication in early April. The book, a collection of humorous memories and anecdotes about Paar and his career, has sold almost 100,000 copies so far.

-----O-----

ART JAMES TO SUB FOR VACATIONING HUGH DOWNS  
IN HOST'S ROLE OF "CONCENTRATION" TELECASTS

Hugh Downs, host of NBC-TV Network's morning game show "Concentration" (Monday through Friday, 11:30 a.m. EDT), will head West June 13 for a two-week vacation.

During his absence Art James, regular announcer on the show, will fill in for Downs. Hugh will be back on "Concentration" Monday, June 27.

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NBC-New York, 5/25/60





# NBC TELEVISION NETWORK NEWS

May 25, 1960

'KICKSVILLE, U.S.A.'

- - -

Senator Hennings and A.M.A. Official Comment NBC for Plan  
To Telecast Program on Narcotics Problem

Senator Thomas C. Hennings Jr. (D.-Mo.) and an official of the American Medical Association are among many individuals who have commended NBC for its plans to present, in "Kicksville, U. S. A.," the wide range of opinion on how the United States should treat its narcotics problem.

"Kicksville, U. S. A." will be telecast in the "World Wide 60" series on the NBC-TV Network Saturday, June 4, from 9:30 to 10:30 p.m. EDT.

"May I commend the National Broadcasting Company on its plans to review the narcotics problem," Senator Hennings wrote to NBC. "I am particularly pleased to learn that all sides of this controversy will be presented.

"For too long, I'm afraid, public emphasis has been placed almost entirely on rigid enforcement of narcotics laws, while discussion of the very crucial problem of treatment and rehabilitation of addicts has been all but ignored and, in some instances, even suppressed.

"The all-out punitive approach without proper rehabilitative follow-through quite obviously has not been successful; the problem

(more)



grows greater every year. What is needed now is a free, open and dispassionate discussion on an enormously serious problem affecting the very core of our national life without hysteria or name-calling. Your projected program, calling for such a discussion, is timely and may open the way for further penetrating evaluation.

"While my primary interest in narcotics stems, of course, from experience gained as Chairman of the Senate Committees on Juvenile Delinquency and National Penitentiaries, I am prepared to give all support to your program through other committees on which I serve, such as Rules and Constitutional Rights, of which I am also Chairman."

A letter from Richard Reinauer of the Department of Media Relations, American Medical Association, said in part:

"The script has been reviewed by Dr. Richard J. Plunkett, Secretary of the Council on Mental Health. He agrees with me and several others who have read it that it is an excellent presentation. Dr. Plunkett said: 'It certainly represents the kind of forward looking thinking that the Council did when we were first deep in this problem, as of course we still are. As far as we are concerned, this is a medical problem and one not to be handled by punitive police measures. The NBC script at least holds out the aura of hope'."

"Kicksville, U. S. A." will present filmed interviews with 13 authorities on the narcotics problem, including legislators, clergymen and members of the legal and medical professions.

"In creating this program, we found many conflicting points of view on the narcotics problem," George Heinemann, executive producer, said. "Senator Hennings and Dr. Plunkett have indicated in their letters that they favor a rehabilitative approach. Several

(more)





3 - 'Kicksville, U.S.A.'

participants in the telecast also are of this school of thought. But there are those who believe that narcotics addiction is primarily a law enforcement problem, and their views are given free expression on the program, too."

Frank Blair will be narrator of "Kicksville, U. S. A.," which was produced by the NBC Public Affairs Department for "World Wide 60." Walter McGraw is producer. The script was written by McGraw and Sheldon Stark.

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NBC-New York, 5/25/60



NBC COLOR TELEVISION NEWS



May 25, 1960

CREDITS FOR 'THE CHEVY MYSTERY SHOW' COLORCAST SERIES  
ON NBC-TV NETWORK SUNDAYS, 9-10 P.M. EDT

STARTING DATE: "The Chevy Mystery Show," on NBC-TV  
Network, starts Sunday, May 29  
(9-10 p.m. EDT)

SERIES HOST: Walter Slezak

CAST: Various guest stars. (The premiere  
story May 29, "The Machine Calls It  
Murder" by Harold Swanton, co-stars  
Larry Blyden, Everett Sloane and  
Betsy von Furstenberg)

FORMAT: Mystery-drama series

DIRECTORS (ALTERNATING): Marc Daniels (Premiere) and Paul  
Nickell

PRODUCER: Hy Brown

EXECUTIVE PRODUCER: Henry Jaffe

EXECUTIVE SUPERVISOR: Norman Lessing

SCENIC DESIGNER: Spencer Davies

WARDROBE: Bob Carlton

MAKEUP: Jack Smith

TECHNICAL DIRECTOR: Joe Strauss

LIGHTING: Del Jack

AUDIO: Bill Cole

(more)





2 - Credits for 'The Chevy Mystery Show'

VIDEO: Charles Schmidt

UNIT MANAGERS (ALTERNATING): Jerry McPhie and Don van Atta

ANNOUNCER: Joel Aldred

ORIGINATION: NBC Color City, Burbank, Calif.

\* \* \*

PRODUCTION BY Henry Jaffe Enterprises in association  
with NBC

SPONSOR (AND AGENCY): Chevrolet Division of General Motors  
Corporation (Campbell-Ewald Co.)

NBC PRESS REPRESENTATIVES: Norm Frisch (Hollywood); Al Cammann  
(New York)

\* \* \*

CAST AND STORYLINE FOR 'THE MACHINE CALLS IT MURDER'

Larry Blyden as Peter Meineke

Everett Sloane as Detective Lt. Mallotte

Betsy von Furstenberg as Susan Jerome

David White as Charley Fry

Lee Patrick as Mrs. Endicott

Midge Ware as Edna Flynn

Peter Walker as John Jerome

Peg La Centra as Mrs. Denton

Wesley Lau as the forest ranger

Amzie Strickland as the landlady

Paul Mazursky as the waiter

Frank Behrens as the druggist

\* \* \*

(more)



3 - Credits for 'The Chevy Mystery Show'

"The Machine Calls It Murder" concerns an insurance company's mechanical brain that forecasts an attempt on the life of a young female policyholder during a routine analysis of recent death claims against the company. Blyden is cast as an insurance company statistician, and Miss von Furstenberg as the woman marked for murder.

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NBC-New York, 5/25/60





CAST AND CREDITS FOR 'FORD STARTIME' COLORCAST  
OF 'NANETTE FABRAY SHOW' ON NBC-TV TUESDAY, MAY 31

PROGRAM: "The Nanette Fabray Show" on "Ford Startime"

TIME: NBC-TV Network colorcast Tuesday, May 31,  
(8:30-9:30 p.m. EDT).

FORMAT: A musical book show about a hash-house  
waitress, weary of her humdrum existence,  
who yearns for a life of excitement and  
dreams she has become certain celebrated  
females of history like Marie Antoinette  
and Pocahontas, among others.

STARRING: Nanette Fabray

ALSO STARRING: Jean Pierre Aumont with Stubby Kaye, Robert  
Strauss, Peter Leeds and Jack Albertson

SPECIAL GUEST STAR: Tony Randall

FEATURED PLAYERS: Thurl Ravenscroft, Bob Stevens, Max Smith,  
Bill Lee, Johnny Silver, Ray Kellog, Bob  
Lieb and Lenny Bremen

\* \* \*

PRODUCED BY Larry Berns

DIRECTED BY Bob Henry

WRITTEN BY Danny Arnold

SPECIAL MUSICAL MATERIAL: Jack Brooks

MUSIC DIRECTOR: Axel Stordahl

ASSOCIATE PRODUCER: Gregg Peters

CHOREOGRAPHY: Jack Regas

PRODUCTION ASSISTANT: Shirley Mellmer

UNIT MANAGER: Jack Watson

(more)



2 - Cast and Credits for 'Nanette Fabray Show'

COSTUMES: Campbel  
MAKEUP: Paul Stanhope  
ASSOCIATE DIRECTOR: Clay Daniel  
TECHNICAL DIRECTOR: Clair McCoy  
AUDIO: Howard Cooley  
ART DIRECTOR: Frank Swig  
LIGHTING: Del Jack  
MUSIC COORDINATOR: Dick Pribor

\* \* \*

SPONSOR: The Ford Motor Company  
AGENCY: J. Walter Thompson Company  
PRODUCTION BY: Hubbell Robinson Productions, Inc.  
ORIGINATION: NBC Color Studios, Burbank, California  
NBC PRESS REPRESENTATIVES: Bill Fague (Hollywood); Charlie Gregg (New  
York)

\* \* \*

CAST

Nanette Fabray.....as Sally, Marie Antoinette and Pocahontas  
Tony Randall.....as Ernest, a Musketeer and a Pilgrim  
Jean Pierre Aumont.....as Louis and King Louis  
Stubby Kaye.....as Joe  
Robert Strauss.....as Frank  
Peter Leeds.....as Charlie  
Jack Albertson.....as a Police Sergeant

\* \* \*

(more)



Page 2

General

Paul Bishop

Alan Daniel

Alan Meyer

Howard Cooley

Frank Swag

Del Jack

Alan Bishop

\*\*\*

CONFIDENTIAL - SECURITY INFORMATION

J. Edgar Thompson Company

Medical Research Production, Inc.

CONFIDENTIAL - SECURITY INFORMATION

CONFIDENTIAL - SECURITY INFORMATION

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THE STORY

Sally (Nanette Fabray) is a waitress in a hash-house run by Ernest (Tony Randall), who wants more than anything else to marry her. But the day-dreaming waitress yearns for a different life; in fact, wishes she could have a life as exciting as certain celebrated females of history -- for example, Cleopatra, Marie Antoinette, Pocahontas, or Mata Hari. While talking with one of her favorite customers, Louis (Jean Pierre Aumont), a truck-driver for the Marie Antoinette Laundry Company, Sally dreams of being the French queen in a turbulent time of revolution. In an elaborate dream sequence, she lives for a time as Marie Antoinette with her foppish King Louis and the French court.

When Ernest breaks up her reverie to suggest a date on the town, she accepts and they go to a nightclub that features American Indian decor. Here, again, she eventually gets carried away in a fantasy that involves Pocahontas and a group of English colonists, and provides a frantic and adventurous climax to the color production.

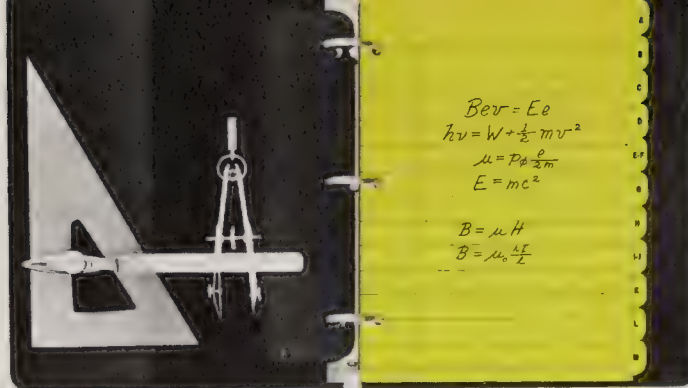
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NBC-New York, 5/25/60

Sally (Monette) is a waitress in a hash-house run  
(Tony Randall), who wants more than anything else to marry  
But the day-dreaming waitress yearns for a different life; in  
wishes she could have a life as exciting as certain celebrated  
ies of history -- for example, Marie Antoinette,  
Antea, or Marie Hart. While working with one of her favorite  
Louis (John Hare), a taxi-driver for the Marie  
Antea Laundry Company, Sally dreams of being the French queen in  
triumphant time of revolution. In an elaborate scene sequence, she  
for a time as Marie Antoinette with her topknot wig, Louis and  
When Ernest breaks up her world to suggest a date on the  
the accepts and they go to a restaurant that features American  
in decor. Here, again, the sexually potent scene is a  
any that involves footnotes and a group of English colonists, and  
has a tragic and adventurous climax to the color production.



2-X-H



CONTINENTAL CLASSROOM  
NBC TELEVISION NETWORK  
6:00-7:00 AM MON.-FRI.

May 26, 1960

NEW COLORCAST COURSE FOR 'CONTINENTAL CLASSROOM'

- - -

College-Level, Two-Semester Course in Contemporary Mathematics  
To Be Presented During 1960-61; Modern Chemistry  
Colorcast Course Will Be Repeated

A college-level course in Contemporary Mathematics will be presented in "Continental Classroom" on NBC Television in color during 1960-61 in a continuing effort to improve the nation's science instruction through network TV.

Announcement of the new two-semester course was made jointly today by Edward Stanley, NBC Director of Public Affairs, and Dr. John A. Ivey Jr., President of Learning Resources Institute.

Contemporary Mathematics will be produced by NBC in cooperation with LRI and the Conference Board of the Mathematical Sciences. It will be colorcast coast-to-coast Monday through Friday from 6:30 to 7 a.m. local time, from Sept. 26 through May 26. The first semester will be devoted to Modern Algebra, the second to Probability and Statistics.

Dr. John L. Kelley, professor of mathematics and chairman of the mathematics department at the University of California at Berkeley, will teach Modern Algebra. Dr. Frederick Mosteller, chairman of the department of statistics at Harvard University, will teach Probability and Statistics.

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In addition to the 160-lesson course in Contemporary Mathematics, the current season's "Continental Classroom" course in Modern Chemistry -- which, according to most recent audience count, has had a daily viewing audience of 534,000 -- will be repeated on color TV tape recordings. It will be colorcast coast-to-coast Monday through Friday from 6 to 6:30 a.m. local time starting Sept. 26.

Noting that "Continental Classroom" has become "an American institution, seen during the week by more than 1,728,000 different viewers," Mr. Stanley said: "American leadership in science and, indeed, the future of free government rest on a deep understanding of science by many people in our land. It is our belief at NBC that through these nationwide courses we are not only assisting in meeting the crisis in education, but performing these additional services to the nation as well. The effects will be felt in years to come."

To encourage enrollment for credit, a new format has been created for the mathematics course. Modern Algebra will be divided into two sections. College and university students seeking undergraduate credit will be required to view the lessons telecast on Monday, Wednesday, and Friday. Teachers and others enrolled for graduate credit in the schools of education will be required to view the telecasts five days a week. The additional TV sessions on Tuesday and Thursday will be devoted to the teaching of modern algebra in secondary schools. The same pattern will be followed during the second semester when Probability and Statistics is offered. For the teacher-education programs of each semester, an outstanding high school instructor will assist the national teacher.

An eight-man advisory committee headed by Dr. E. G. Begle, director of School Mathematics Study Group at Yale University, has

(more)





been appointed by the Conference Board of the Mathematical Sciences, an organization composed of representatives of the major U. S. mathematical societies. The committee selected the national teachers.

A complete list of donors for the new course will be announced soon. Financial support for the current season's "Continental Classroom" courses has been provided by the Ford Foundation and 10 leading industries: Bell Telephone System, E. I. du Pont de Nemours & Co., General Foods Fund, International Business Machines Corporation, Minnesota Mining and Manufacturing Co., The Pittsburgh Plate Glass Foundation, Radio Corporation of America, Standard Oil Company of California, Union Carbide Corporation, and United States Steel.

In making the announcement today, Dr. Ivey called attention to the need for mathematical manpower:

"A critical demand for adequately prepared mathematics teachers currently exists. Because of the shortage of teachers in this field, the mathematics curriculum in thousands of high schools and hundreds of colleges is severely restricted. Unless the shortage is alleviated, the nation's future scientific and technological progress may not keep pace with civilian and military needs.

"'Contemporary Mathematics,' a course designed to give new insight into the subject, can make a significant contribution by reducing the teacher shortage. In addition, it can assist in encouraging capable young people to consider mathematics as a career."

Modern Algebra will include the fundamental concepts underlying the recent changes and developments in both approach to and the teaching of this subject. It will supply all prerequisites for the second semester offering in Probability and Statistics.

Speaking as chairman of the Conference Board of the Mathematical Sciences, Dr. G. Baley Price said today:  
(more)





"Mathematics helped create the revolution in science and technology in progress today -- a revolution which has resulted in greatly increased demands for instruction in this subject. Archimedes wrote mathematics with his finger in the sands on the seashore, but the electronic finger of television is required to present contemporary mathematics to a continent today.

"Contemporary Mathematics will consist of Modern Algebra the first semester and Probability and Statistics the second. A knowledge of algebra is required for an understanding of all mathematics. Probability and statistics, subjects for current research among the mathematicians, have applications of the highest importance in the social, biological and physical sciences; also in engineering and technology. In addition, some knowledge of probability and statistics has become an essential part of a liberal education. The Conference Board of the Mathematical Sciences is pleased to help make these important courses available to teachers, students, and the general public."

A textbook, "Modern Algebra," especially written by Dr. Kelley for this TV course and published by D. Van Nostrand Inc., Princeton, N. J., will be available Sept. 15 in all bookstores.

A list of colleges and universities offering credit for the course will be announced in August.

Marvin D. Einhorn will produce and direct Contemporary Mathematics, which will be under the general supervision of Dorothy Culbertson, manager of educational programs and special projects for NBC Public Affairs.

Television's pioneering effort to help repair the critical lag in qualified science instruction, "Continental Classroom" was launched Oct. 6, 1958, with a two-semester course in Atomic Age Physics.

The current season's "Continental Classroom" TV courses in Modern Chemistry and Atomic Age Physics will end tomorrow (May 27).



TEAM OF MIKE NICHOLS AND ELAINE MAY  
AND NEW COMEDIAN BOB NEWHART SIGNED  
TO PERFORM ON 'EMMY AWARDS' SHOW

The comedy team of Mike Nichols and Elaine May and comedian Bob Newhart have been signed as entertainers for the "Emmy Awards" telecast, it was announced today by the show's executive producer, Bob Finkel.

Newhart, a product of Chicago, is considered one of the country's brightest new comedians and has already made a mark for himself with his record album, "The Button-Downed Mind of Bob Newhart."

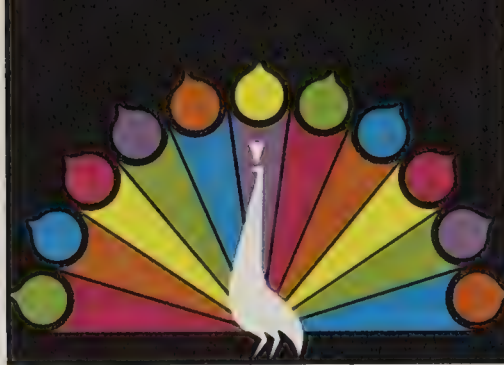
The Emmy Awards will originate "live" from NBC-TV Network's Hollywood and New York Studios Monday, June 20 (10 to 11 p.m. EDT).

NBC-New York, 5/26/60





NBC COLOR TELEVISION NEWS



May 26, 1960

Attention, Sports Editors

FIRST NETWORK COLORCAST OF A REGULAR SEASON BASEBALL GAME  
SET FOR JUNE 11 WHEN WHITE SOX PLAY RED SOX

The first network colorcast of a regular-season baseball game -- the Chicago White Sox vs. the Boston Red Sox -- will be presented on the NBC-TV Network Saturday, June 11 (blackened out by stations in major league markets).

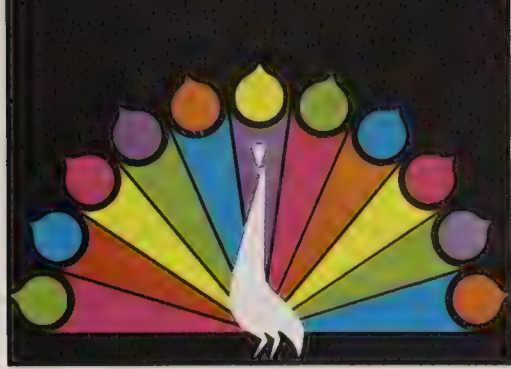
NBC-TV also will colorcast the Sunday, June 12 contest between the same teams at the same place, Fenway Park in Boston. Game time both days will be 2 p.m. EDT, with the June 11 game being preceded by a special pre-game show from Fenway Park at 1:30 p.m., also in color.

Some of NBC-TV's other "Major League Baseball" telecasts from Boston during the 1960 season also will be presented in color. The games are being colorcast through the facilities of WHDH in Boston.

The only previous network baseball colorcasts were of World Series games, on NBC-TV in 1955, 1957, 1958 and 1959.

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May 26, 1960

PAUL NICKELL SIGNED TO ALTERNATE WITH MARC DANIELS  
AS DIRECTOR OF 'THE CHEVY MYSTERY SHOW' COLORCASTS

Paul Nickell has been signed by executive producer Henry Jaffe as director to alternate with Marc Daniels, on "The Chevy Mystery Show" colorcast series, which premieres on the NBC-TV Network Sunday, May 29 (9-10 p.m. EDT).

Nickell starts his assignment with the series' second episode, Adrian Spies' teleplay, "The Thunder of Silence," Sunday, June 5. Daniels directs the initial episode, "The Machine Calls It Murder," by Harold Swanton.

Nickell left a local Philadelphia station a decade ago to begin what proved to be an eight-year career as director of "Studio One."

Two years ago Nickell went to Hollywood to direct for the "Climax" series as well as "Playhouse 90." Since coming to NBC last year, he directed "The Last Reb" in the "Ford Startime" series and the first three episodes of "The Dow Hour of Great Mysteries."

Nickell is a native of Salt Lick, Ky., and a graduate of Morehead State College in Kentucky as well as the University of North Carolina.

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POLITICAL PROFILE OF SEN. LYNDON B. JOHNSON ON 'TODAY'  
WILL COVER HIS CAREER FROM SCHOOLDAYS TO THE PRESENT

"Today" will present its political profile of Senator Lyndon B. Johnson (D.-Tex.) during the 7:30 to 8 a.m. EDT segment of the NBC-TV Network program Tuesday, May 31.

The profile, third in a pre-convention series sponsored by Auto-Lite, will cover highlights of Senator Johnson's life from his early schooldays to his election to the Senate and his appointment as Majority Leader.

During the filmed report, Dave Garroway, host of "Today" will talk to the Senator's younger sister, several of his college friends and professors and political colleagues. Senators Mike Mansfield (D.-Mont.) and William Proxmire (D.-Wis.) are also interviewed about the Senator's role as Majority Leader.

"Today" cameras will look in on the Johnson family in their LBJ Ranch in Texas and clips of the Senator's political career will also be shown, including one of his rare public speeches in the recent West Virginia primary.

("Today" is presented on the NBC-TV Network Mondays through Fridays, 7-9 a.m. EDT.)

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DATE CHANGE FOR SEN. JOHNSON PROFILE ON 'TODAY'

The Senator Lyndon B. Johnson profile was originally scheduled on "Today" for Monday, May 30. Please note the change to Tuesday, May 31 as in story above.

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NBC-New York, 5/26/60



CAST AND CREDITS FOR THE SPECIAL COLORCAST OF 'SUMMER ON ICE--1960,'  
FEATURING 'ICE CAPADES' REVUE, PLUS TAB HUNTER, GISELE MacKENZIE  
AND HOST CRAIG STEVENS ON NBC-TV NETWORK THURSDAY, JUNE 2

PROGRAM: "Summer on Ice--1960"

TIME: NBC-TV Network colorcast Thursday,  
June 2 (9:30-10:30 p.m. EDT)

FORMAT: Musical ice extravaganza built around  
the 20th birthday edition of the  
world-renowned "Ice Capades" revue.

STARRING: Tab Hunter, Gisele MacKenzie and host  
Craig Stevens

STARS OF THE "ICE CAPADES": Ronnie Robertson, Cathy Machado, Aja  
Zanova, Romaine and Steele, Bill Henry  
and Bill Henry Jr., The Old Smoothies,  
Eric Waite, Grogan and Specht, the  
Icey Dolls and the entire corps of  
the "Ice Capades."

PRODUCED AND DIRECTED BY Alan Handley

WRITTEN BY Milt Rosen

MUSICAL DIRECTOR: Paul Weston

UNIT MANAGER: Norman Hopps

ART DIRECTOR: Robert Kelly

COSTUMES: Grady Hunt

ASSOCIATE DIRECTOR: Bob Gilmore

PRODUCTION ASSISTANT: Betty Bayer

TECHNICAL DIRECTOR: Don Laduke

(more)



AND CREDITED FOR THE NATIONAL COLORED PEOPLE'S PARTY IN 1900-1901  
TO THE 'LIVE OAKS' HOTEL, 1115 N. W. 11TH ST., MIAMI, FLORIDA  
AND HOST CHAIRS SEATED ON MONDAY MORNING THURSDAY, 1901

"SHEETS IN 1901-1902"

1901-1902 (9:30-10:30 P.M. EDT)

1901-1902 (9:30-10:30 P.M. EDT)

1901-1902 (9:30-10:30 P.M. EDT)

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1901-1902 (9:30-10:30 P.M. EDT)

1901-1902 (9:30-10:30 P.M. EDT)

(1901-1902)

## 2 - Cast and Credits for 'Ice Capades'

LIGHTING: Al Scarlett

AUDIO: Lionel St. Peter

VIDEO: Danny Brewer

PRODUCER: John H. Harris

CHOREOGRAPHY FOR TV: Tommy Mahoney, Rosemarie Stewart and  
Robert Dench.

COSTUMES: Billy Livingston

PRODUCTION COORDINATOR: Rita Palmer

CONDUCTOR: Jerry Mayhall (who also did the musical  
arrangements)

ORIGINATION: Via color video tape from the Los  
Angeles Sports Arena.

SPONSOR: United States Brewers Foundation

AGENCY: J. Walter Thompson Company

NBC PRESS REPRESENTATIVES: Bill Fague (Hollywood); Charlie Gregg  
(New York)

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### PROGRAM HIGHLIGHTS

1. Opening - Backstage with host Craig Stevens
2. Fun and Games with the Icey Dolls
3. "You Make Me Feel So Young" -- Gisele MacKenzie and Bill Henry Jr.  
(as a shaggy dog)
4. "By Special Permission of the State (Parole) Department" - The  
Bruises
5. "Blue Danube" - Aja Zanova
6. "Aida" - Romaine and Steele
7. "Lazy Afternoon" - Gisele MacKenzie
8. "Love Is Just Around the Corner" - Tab Hunter

(more)



3 - Cast and Credits for 'Ice Capades'

9. Acrobatics on Ice - Bill Henry and Bill Henry Jr.
10. "The Cossaks" - Ronnie Robertson
11. "Comes Love" - Gisele MacKenzie, Craig Stevens and Tab Hunter
12. "Bublitschki" - Grogan and Specht
13. "Doina" - Cathy Machado
14. Comedy on Ice - Eric Waite
15. "Jealous" -- the Old Smoothies
16. "About the Olympics" -- Cathy Machado and Ronnie Robertson
17. Finale: "Salute to the Mounties" -- Entire cast and corps of  
Ice Capades
18. Goodbye -- Gisele MacKenzie, Craig Stevens and Tab Hunter.

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NBC-New York, 5/26/60



Artists on Ice - Bill Henry and Bill Henry Jr.

"Gossamer" - Ronald Robertson

"Love Love" - Gladys MacKenzie, Craig Stevens and Tab Hunter

"The Tenth" - Gregory and George

Comedy on Ice - Kate White

"Lovers" -- the Old Smoother

"About the Olympics" -- Betty

"Salute to the Mountain" -- Native and Corps of

and others

Comedy -- Gladys MacKenzie, Craig Stevens and Tab Hunter.

RETAIL CLERKS INTERNATIONAL ASSOCIATION BUYS PARTICIPATIONS  
IN NBC-TV'S "TODAY" SHOW, MARKING THE FIRST PURCHASE  
OF A NETWORK TV CAMPAIGN BY A LABOR ORGANIZATION

FOR RELEASE TUESDAY A.M., MAY 31

The Retail Clerks International Association, AFL-CIO, in the first purchase of a network television campaign by a labor organization, has placed an order with the NBC Television Network for participations in the "Today" show.

In making the announcement, Jerry A. Danzig, Vice President, Participating Programs, NBC Television Network, said that the order was for a 52-week period, beginning May 31.

"We are pleased that the 'Today' show was chosen by the Retail Clerks International Association as the most effective means of telling the American people of the role of the members of this union in our society," Mr. Danzig said.

The purchase, according to James A. Suffridge, President of the union, is unprecedented in organized labor. It will consist of announcements and animated cartoons designed to create an affirmative image of RCIA, its history and achievements.

The order for the announcements, to be telecast over 66 NBC-TV stations from coast to coast, was placed through the Leonard Shane Agency in Los Angeles.

-----O-----



## NBC TELEVISION NETWORK NEWS

May 27, 1960

IT WILL BE "EDWIN NEWMAN REPORTING" IN "TIME: PRESENT" TV PERIOD  
IN SUMMER AS CHET HUNTLEY DOES MORE NBC NEWS POLITICAL COVERAGE

Edwin Newman, NBC News' Paris correspondent, will replace Chet Huntley on "Time: Present--Chet Huntley Reporting" during the Summer, starting Sunday, June 5. The program, presented every Sunday (6:30-7 p.m. EDT) over the NBC-TV Network, will be retitled "Edwin Newman Reporting" for this period.

Huntley temporarily is giving up his responsibilities as editor and commentator for the program to devote more time to the NBC News coverage of the American political scene, including the Democratic and Republican Conventions in July.

A veteran reporter, Newman has covered London, Rome and Paris for NBC News. His assignments to cover major news stories have taken him to many countries in Europe, Africa and the Middle East, and to Iceland, Bermuda and other places.

Newman, a native New Yorker, was graduated from the University of Wisconsin in 1940 and did graduate work at Louisiana State University the following year.

(more)

NOTE TO EDITORS: The NBC Daily News Report will not be issued Monday, May 30 (Memorial Day). The next mailing will be dated Tuesday, May 31.





2 - Edwin Newman

He worked for INS and UP in Washington before entering the Navy in 1942. He was a lieutenant when he left the Navy in 1945, and he returned to Washington where he worked for UP again, the New York newspaper PM and Deer Publications. In 1947 he joined Eric Sevareid's staff at CBS, Washington.

Beginning in 1949 he did special work for NBC News in London. He also was an employee of the Marshall Plan organization during 1951-52. He became a full-time NBC News correspondent in London in 1952.

A prolific writer, he has contributed to The Atlantic, Punch, The Reporter, Esquire, The New York Times Magazine and many other publications.

-----O-----

NBC-New York, 5/27/60



## NBC NEWS SENDS REPORTING TEAM TO CHILE'S DISASTER AREA

NBC News has sent a four-man reporting team to the disaster area of Chile, where thousands have been killed by earthquakes and tidal waves. Their reports will be presented on the NBC Television and Radio Networks.

NBC News correspondent Peter Hackes left from Washington yesterday (May 26) aboard one of the 34 U. S. Air Force C-124 transports bound for Chile with relief supplies. The airlift has been described as the largest mercy mission ever undertaken by the U. S. in peacetime.

Hackes will head a team which includes NBC News cameraman Joseph Vidala and special correspondents Walter Diamond of Panama City and Rene Kocher of Santiago, Chile.

NBC-New York, 5/27/60





LORETTA YOUNG, 'INDESTRUCTIBLE GLAMOUR GIRL,'  
IS SUBJECT OF SATURDAY EVENING POST ARTICLE

NBC-TV Network star Loretta Young is the subject of an article titled, "Indestructible Glamour Girl," in the current (May 28) issue of the Saturday Evening Post.

The article, by Dean Jennings, pays tribute to Miss Young as "ageless and indestructible."

"In her television shows," says Jennings, "...she appears to be the symbol of eternal youth..."

"The Loretta Young Show" is telecast on the NBC-TV Network Sundays at 10 p.m. EDT. Some of Miss Young's outstanding shows are repeated on "The Loretta Young Theatre" Mondays through Fridays at 2:30 p.m. EDT.

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NBC-New York, 5/27/60



NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE  
For Week June 5 - 11 (All Times EDT)

Sunday, June 5

8-9 p.m. -- "Music On Ice" presents "Magic of the Stage," starring The Skip-Jacks, comedienne Dorothy Keller, The Goofer, juggler Lottie Brunn and skater Shirley Linde. Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show" presents "The Thunder of Silence" by Adrian Spies.

Monday through Friday, June 6-10

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen emcees.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden emcees.

Monday, June 6

10-11 p.m. -- "The Steve Allen Plymouth Show" - Steve's guests for his last show of the season are Diana Dors and Mort Sahl.

Tuesday, June 7

8:30-9:30 p.m. -- "The George Burns Show" - George Burns is host and star. Jack Benny is special guest star. Guests are Betty Grable, Polly Bergen and Bobby Darin.

9:30-10 p.m. -- "The Arthur Murray Party" - Beatrice Lillie is one of tonight's guests.

Wednesday, June 8

8:30-9 p.m. -- "The Price Is Right" Bill Cullen emcees.

Thursday, June 9

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

(more)





## 2 - NBC-TV Network Colorcast Schedule

Friday, June 10

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

Saturday, June 11

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

1:30-2 p.m. -- Special pre-baseball game show from Fenway Park,  
Boston. (This is an addition to the June Colorcast Schedule)

2 p.m. - to conclusion -- "Major League Baseball" - Chicago White  
Sox vs. Boston Red Sox. Network except WNBC-TV. (NOTE: This is  
an addition to the June Colorcast Schedule.)

\* \* \*

### NOTE TO EDITORS:

The following programs have been added to the NBC-TV Network  
Colorcast Schedule for June:

Sunday, June 12 -- "Major League Baseball"- Chicago White Sox vs.  
Boston Red Sox starting at 2 p.m. EDT (Network  
except WNBC-TV)

Monday, June 20 -- "Riverboat" - 7:30-8:30 p.m. EDT - "A Night at  
Trapper's Landing," with guest star Ricardo  
Montalban. (Note: This repeat drama was originally  
scheduled for May 23, but was pre-empted by an NBC  
News special.)

Monday, June 20 -- "The Emmy Awards," 10-11:30 p.m. EDT

Thursday, June 30 -- "The Ford Show," starring Tennessee Ernie Ford  
9:30-10 p.m. EDT. This program (not the program  
of June 23 as previously announced) is the last  
"Ford Show" of the current season.

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NBC-New York, 5/27/60



CAST AND CREDITS FOR NEW 'HAPPY' SERIES ON NBC-TV NETWORK

DATE AND TIME: Wednesdays, starting June 8, 1960 NBC-TV  
Network (9-9:30 p.m. EDT) in black-and-  
white only.

FORMAT: Family situation-comedy series about the  
adventures of a young married couple  
(as seen through the eyes of their  
"talking" baby) who hold a part pro-  
prietorship in a swank California desert  
resort hotel with the gauche assistance  
of a bumbling, lovable uncle.

(PREMIERE EPISODE: "The Wedding Anniversary")

STARS: Eighteen-month-old twins David and Steven  
Born alternate in the title role of  
"Happy."

CO-STARS: Yvonne Lime as Sally Day, Ronnie Burns as  
Chris Day.

FEATURING: Lloyd Corrigan as Uncle Charlie Dooley.

EXECUTIVE PRODUCER: Alvin Cooperman

PRODUCER: E. J. Rosenberg

DIRECTORS: Various

WRITERS: Various (series created by Frank Gill Jr.,  
J. Carleton Brown)

(more)





2 - Cast and Credits for 'Happy'

PRODUCED BY

Roncom Video Films Inc., as 13-week  
Summer series in black-and-white  
only, for first half-hour of va-  
cationing "Perry Como's Kraft Music  
Hall" full-hour series.

FILMED AT

20th Century-Fox Studios in Hollywood

SPONSOR (AND AGENCY):

Kraft Foods Division of National Dairy  
Products Corporation (J. Walter  
Thompson Company).

NBC PRESS REPRESENTATIVES:

Mike Gardner, Hollywood; Al Cammann,  
New York.

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NBC-New York, 5/27/60



CAST AND CREDITS FOR NEW 'TATE' SERIES ON NBC-TV NETWORK

DATE AND TIME: Wednesdays, starting June 8, 1960 on  
NBC-TV Network (9:30-10 p.m. EDT) in  
black-and-white only.

FORMAT: Western drama series featuring the post-  
Civil War adventures of a vagabond gun-  
fighter with a maimed left arm who deals  
in bullets for justice.

(PREMIERE EPISODE: "Hometown")

STAR: David McLean in the title role of "Tate"

EXECUTIVE PRODUCER: Alvin Cooperman

PRODUCER: Shelley Hull

DIRECTORS: Various

WRITERS: Various (series created by Harry Julian  
Fink).

PRODUCED BY Roncom Video Films Inc., as 13-week Summer  
series in black-and-white only, for  
second half-hour of vacationing "Perry  
Como's Kraft Music Hall" full-hour series.

FILMED AT 20th Century-Fox Studios in Hollywood

SPONSOR (AND AGENCY): Kraft Food Division of National Dairy  
Products Corporation (J. Walter Thompson  
Company)

NBC PRESS REPRESENTATIVES: Mike Gardner, Hollywood; Al Cammann,  
New York

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NBC-New York, 5/27/60





CAST AND CREDITS FOR 'THE SACCO-VANZETTI STORY' ON NBC-TV NETWORK  
IN TWO PARTS (ONE HOUR EACH) FRIDAYS, JUNE 3 AND 10

PROGRAM: "The Sacco-Vanzetti Story"  
FORMAT: Drama  
TIME: Fridays, June 3 and 10 (8:30-9:30 p.m. EDT,  
in black and white only)  
WRITER: Reginald Rose  
DIRECTOR: Sidney Lumet  
PRODUCER: Alex March  
EXECUTIVE PRODUCER: Robert Alan Aurthur  
SCENIC DESIGNER: Jan Scott  
COSTUMES: Noel Taylor  
MAKEUP: Bob O'Bradovich  
NARRATOR: Ben Grauer  
ORIGINATION: NBC Color Studios, Brooklyn, N. Y.  
\* \* \*  
SPONSOR: Purex Corp.  
AGENCY: Edward H. Weiss & Co.  
NBC PRESS REPRESENTATIVE: Noreen Sherlock (New York)

\* \* \*

THE CAST

PARTS I AND II

NICOLA SACCO:	Martin Balsam
JUDGE WEBSTER THAYER:	Stuart Germain
BARTOLOMEO VANZETTI:	Steven Hill
NARRATOR:	Ben Grauer
ALDINO FELICANI:	Louis Zorich

(more)



PART I

WALTER RIPLEY:	Royal Beal
CHIEF:	John C. Becher
GUARD:	Frank Campanella
WILL H. DALY:	Tom Clancy
MICHAEL LEVANGIE:	Harry Davis
FIRST NEWSPAPERMAN:	Dana Elcar
OFFICER LE BARON:	Rex Everhart
LOLA ANDREWS:	Ann Hegira
MARY SPLAINE:	Mary James
CAPTAIN WILLIAM PROCTOR:	Dan Morgan
FREDERICK KATZMANN:	Carroll O'Connor
C. A. BARR:	Ben Yaffee
CLERK:	Charles Tyner
VAHEY:	Wyley Hancock
DAMATO:	Cliff Carnell
COACCI:	Carmen Costi
ARROGNI:	Gene Gross
MIKE BODA:	Art Koulias
MR. MAGAZU:	Paul Lipson
CARLOS GOODRIDGE:	Carl Lonn

PART II

GARDNER JACKSON:	Thomas Carlin
JAMES WEEKS:	Leonardo Cimino
CHIEF CONNORS:	Humphrey Davis
MARY DONOVAN:	Jenny Egan

(more)





3 - Cast and Credits for 'The Sacco-Vanzetti Story'

PART II (Cont'd)

GOVERNOR ALVAN FULLER:	Robert Emhardt
CELESTINO MADEIROS:	Peter Falk
A. LAWRENCE LOWELL:	House Jameson
SERGEANT JACOBS:	Al Leberfeld
WILLIAM THOMPSON:	E. G. Marshall
HERBERT EHLMANN:	Tim O'Connor
MICHAEL MUSMANNO:	John Ramondetta
CARLOTTA PACKARD:	Ruth White
ROY GOULD:	Harrison Dowd
GUARD:	Harry Kadison
PRISONER:	Charles Randall
PROFESSOR RICHARDSON:	Justin Reed
CLERK:	Charles Tyner

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NBC-New York, 5/27/60



May 31, 1960

SEALTEST RENEWS WEEKLY SPONSORSHIP OF 'BAT MASTERSON'  
ON NBC-TV NETWORK DURING 1960-61 SEASON

The Sealtest division of National Dairy Products Corporation has renewed its weekly sponsorship of "Bat Masterson" on the NBC-TV Network during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Sealtest has been a sponsor of the series since it started on NBC-TV in October, 1958. The series will be telecast on Thursdays at a new time, 8:30-9 p.m. (NYT), beginning in the Fall.

Starring Gene Barry as the famous Western hero and U. S. marshal, "Bat Masterson" is based on the biography by Richard O'Connor. The series is produced by Ziv-United Artists, Inc., in association with NBC-TV.

The Sealtest order was placed through  
N. W. Ayer & Son, Inc.

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May 31, 1960

'CIMARRON CITY' TO PRESENT REPEAT SERIES FOR SUMMER;  
FRED MacMURRAY GUEST-STARS IN FIRST EPISODE

A friendly stranger fools a community long enough to seize power and initiate a reign of terror in "I, the People," first of a series of episodes of "Cimarron City" which will be repeated on the NBC-TV Network starting Friday, June 24 (8:30-9:30 p.m. EDT).

Fred MacMurray guest-stars as despotic Garner, with series stars George Montgomery portraying Matthew Rockford, son of the town's founder; Audrey Totter as Beth Purcell, widow and owner of the town boarding house, and John Smith as Lane Temple, deputy sheriff and blacksmith. Garner comes to town and helps to foil a robbery, winning the admiration of the people. He opens a bank and, as his popularity gains, he is elected mayor. Then he begins his reign of evil and corruption.

The episode, written by Gene Coon, is based on a story of Fenton Earnshaw. Jules Bricken directed and Felix Jackson produced. (John Smith also co-stars on NBC-TV's "Laramie" series).

Each episode has its own writers and directors. Richard Lewis is executive producer of the entire series, which was telecast originally in 1958-59. Other producers include Boris Ingster and the team of Richard Bartlett and Norman Jolley.

Guest stars will supplement appearances of regular stars, who will appear in various episodes and alternate in leading roles. Montgomery also will narrate the entire series.

(more)



2 - 'Cimarron City'

The rest of the "Cimmaron City" schedule follows, with this Summer's schedule and original telecast dates:

<u>REPEAT DATES:</u>	<u>TITLE</u>	<u>ORIGINAL TELECAST DATE</u>
July 1	"The Town Is a Prisoner"	3/28/59
July 8	"To Become a Man"	10/25/58
July 15	"Kid on a Calico Horse"	11/22/58
July 22	"Runaway Train"	1/31/59
July 29	"Hired Hand"	11/15/58
Aug. 5	"A Respectable Girl"	12/6/58
Aug. 12	"Blind Is the Killer"	2/21/59
Aug. 19	"Blood Line"	12/13/58
Aug. 26	"The Unaccepted"	2/28/59
Sept. 2	"McGowan's Debt"	12/27/58
Sept. 9	"The Bitter Lesson"	1/3/59
Sept. 16	"A Legacy for Ossie Harper"	1/10/59
Sept. 23	"Have Sword, Will Duel"	3/14/59

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NBC-New York, 5/31/60





NBC COLOR TELEVISION NEWS



May 31, 1960

'THE EMMY AWARDS' PROGRAM ON NBC-TV NETWORK WILL BE IN COLOR

"The Emmy Awards" on the NBC-TV Network, Monday, June 20 (10 to 11:30 p.m. EDT) will be telecast in color, it was announced today by Robert Finkel, producer-director of the award show.

The colorcast, originating from NBC's Burbank Studios in California and the Ziegfeld Theatre in New York, will be carried by the network for the sixth consecutive year. This is the 12th year that the National Academy of Television Arts and Sciences has voted the awards. This year the presentation will have a studio setting, rather than restaurant or hotel ballroom locales, as in other years. There will be 21 Emmys presented in program and performer categories and one additional engineering award (voted on only by engineers).

Aiding Finkel in presentation of "The Emmy Awards" colorcast will be David Susskind, executive producer for the East Coast, and Desi Arnaz, executive producer for the West Coast. Ballots from more than 6,000 Academy members in seven chapters across the country -- New York, Los Angeles, Baltimore, Chicago, Washington (D. C.), Seattle and Phoenix -- will be tallied by Price Waterhouse and Company to determine the Emmy Award winners.

Fred Astaire is scheduled to be the master of ceremonies for the West Coast origination and an East Coast emcee will be announced later. Comedy talent indigenous to television --the team of

(more)



## 2 - The Emmy Awards

Mike Nichols and Elaine May and newcomer Bob Newhart -- will appear during the program. Mr. Susskind states, "There will be no stand-up comedians from nightclubs who will do their routines and then vamp till ready for the next award."

Excerpts from four shows in four different categories will be shown as illustrative of the past television season. One of these will be prepared by NBC-TV's "Project 20" group. The other three filmed excerpts -- in the categories of humor, drama and variety -- will be announced later.

\* \* \*

ASSOCIATE PRODUCER AND TWO WRITERS NAMED FOR 'THE EMMY AWARDS' SHOW

Carolyn Raskin, production assistant on NBC-TV's "Dinah Shore Chevy Show," has been named associate producer for "The Emmy Awards" colorcast Monday, June 20.

Ed Simmons and Howard Leeds have been named as writers for "The Emmy Awards" colorcast.

Simmons has just completed a stint as head writer on "The George Gobel Show." His other writing credits include last season's "Summer Chevy Show" and "The Emmy Awards" telecast of 1959.

Among Leeds' credits are Tennessee Ernie Ford and Rosemary Clooney telecasts.

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NBC-New York, 5/31/60





# NBC TELEVISION NETWORK NEWS

May 31, 1960

## "HOWDY DOODY SHOW" TO PARTICIPATE IN DETROIT'S INTERNATIONAL FREEDOM FESTIVAL

- - -

Will Originate Program There and Join in Local Events

DETROIT, MICH., May 31 -- "The Howdy Doody Show," at the invitation of Mayor Louis C. Miriani, will visit Detroit to participate in the International Freedom Festival which will be held June 25 through July 4, it was announced here today by the mayor and E. Roger Muir, producer of the NBC-TV Network program.

The International Freedom Festival is an annual event organized by residents of Detroit and Windsor, Ontario, to mark U.S.A.-Canadian friendship and cooperation.

As a highlight of the visit, "The Howdy Doody Show" will originate a program from the 3,000-seat Ford Auditorium in Detroit. The show will be staged Friday afternoon, July 1, when it will be recorded on videotape for telecast on the NBC-TV Network Saturday, July 2 (10 a.m. EDT). Though the program is ordinarily a colorcast series, it will be presented in black and white only for this special origination.

The entire cast of "The Howdy Doody Show" will travel to Detroit for the Festival including star "Buffalo" Bob Smith, Howdy Doody, Clarabell the Clown (played by Lew Anderson), Mr. Cobb (Nicholson), Chief Thunderthud (Bill LeCornec), Peppi Mint (Marti Barris) and chief puppeteer Rufus Rose.

(more)



Following the taping of the network television program on July 1, the cast will present a special children's show for those in the Ford Auditorium.

In addition, the performers, will participate in many varied local events in connection with the festival, earlier in the week. For this purpose, Bob Smith, Lew Anderson, Nich Nicholson and Howdy Doody will arrive in Detroit on Saturday, June 25.

This will be the second time this year that "The Howdy Doody Show" has left its home studios in New York City. Last February the program visited St. Paul, Minn., for that city's 1960 Winter Carnival. Impressed by "The Howdy Doody Show's" notable contributions to the success of the Carnival, Mayor Miriani of Detroit invited the NBC-TV Network program -- and its entire staff -- to participate in the International Freedom Festival.

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NBC-New York, 5/31/60





NBC COLOR TELEVISION NEWS



May 31, 1960

'MUSIC ON ICE' GETS A PEPPI MINT FLAVOR AS MARTI BARRIS  
(OF 'HOWDY DOODY SHOW') IS GUEST ON JUNE 5 COLORCAST

Marti Barris, the hazel-eyed blonde songstress, composer and pianist who plays Peppi Mint on "The Howdy Doody Show," will make a guest appearance on the NBC-TV Network's "Music on Ice" colorcast Sunday, June 5 (8-9 p.m. EDT).

She joins a cast that includes host Johnny Desmond, the Goofers (a comedy act), figure skater Shirley Linde, comedienne Dorothy Keller, the Dancing Blades, the Skip-Jacks and Bob Boucher and his orchestra. Title of this date's colorcast, as previously announced, is "Magic of the Stage."

Last Fall, Miss Barris became the first performer to be signed by the NBC Television Network under its Talent Discovery and Development program. She was the first performer from the talent project to be assigned to a network show when she joined "The Howdy Doody Show" Saturday morning colorcasts last December.

One of America's newest recording finds, the 21-year-old singer is best known for her recent hit records, "Scottish Fling" and "You're My Thrill." She has appeared on TV with Bob Crosby, Art Linkletter and Lawrence Welk, and on the stage in Ken Murray's "Black-outs." She also has performed in nightclubs.

She is a native of Los Angeles, and studied at the University of Southern California. Her parents, Harry Barris and Loyce Whiteman, were among top recording stars of the 1930s.



'TODAY' PRESENTS ITS FOURTH ANNUAL AMERICAN DESIGNER AWARDS

FOR RELEASE FRIDAY, JUNE 3, at 7 A.M. EDT

"Today" presented its fourth annual American Designer Awards to five of the nation's top fashion creators this morning (Friday, June 3) on the NBC-TV Network (7-9 a.m. EDT).

James Galanos received a "Today" trophy for "Most Original Design of 1959" and Adele Simpson received an award for "Best Adapter for the American Woman's Figure."

Plaques went to John Weitz for "Sportswear," Lilly Dache for "Accessories" and Donald Brooks for "Most Promising Designer."

"Today" canvassed over 200 leading fashion experts across the nation to determine the winners in the five categories. During the award ceremony outstanding creations from the collections of the winners were shown.

A pale blue evening dress with a stiff tunic was representative of Galanos' collection.

Adele Simpson showed a coral brocade theatre coat and a pale blue chiffon cocktail dress.

From Weitz's sportswear collection "Today" chose a pair of orange coveralls with attached boots and a leopard shirt to illustrate the typical creations of this fashion designer who spends his weekends racing sports cars.

The accessories from Lilly Dache's collection were two of her famous millinery designs, a huge flowered hat and a sombrero in a floral print.

A patio dinner dress in primary colors was the example of Brooks' work which was modeled on the show.

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NBC-New York, 5/31/60





CORRECTION, PLEASE:

(For NBC-TV Network Colorcast Schedule released  
May 27):

On Monday, June 20

7:30-8:30 P.M. -- Kill: Colorcast of "Riverboat"  
episode, "A Night at Trapper's Land-  
ing."

Tonight's "Riverboat" repeat  
episode will be "Strange Request,"  
telecast in black and white only.

NBC-New York, 5/31/60



May 31, 1960

'GILLETTE CAVALCADE OF SPORTS'

Pender-Robinson Middleweight Championship Fight June 10  
Marks Sugar Ray's Effort to Win Title for Sixth Time

Sugar Ray Robinson will be trying to win the middleweight championship for the sixth time when he meets his January conqueror, Paul Pender, at Boston Garden Friday, June 10. The 15-round rematch will be covered by the NBC-TV and NBC Radio Networks (10 p.m. EDT) as a "Gillette Cavalcade of Sports" attraction.

Jimmy Powers will be the ringside commentator for televiewers, and Don Dunphy and Win Elliot will report on radio. The telecast will be blacked out in the Boston and Providence areas.

Pender lifted Robinson's crown with a split-decision upset victory Jan. 22 in a bout covered by "Cavalcade of Sports." The champion, a Boston resident, has won his last 11 bouts.

Robinson was middleweight champion on five occasions. His title-gaining victories were scored over Jake LaMotta (KO, February, 1951); Randy Turpin (KO, September, 1951); Bobo Olson

(more)





## 2 - Boxing

(KO, December, 1955); Gene Fullmer (KO, May, 1957), and Carmen Basilio (split decision, March, 1958). In his only outing since losing to Pender, the New Yorker flattened Tony Baldoni in one round. The records:

	<u>Age</u>	<u>Bouts</u>	<u>Wins</u>	<u>Losses</u>	<u>Draws</u>	<u>Knockouts</u>
PENDER	29	43	36	5	2	19
ROBINSON	40	153*	143	7	2	93

\* - Robinson also fought a no-decision bout.

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NBC-New York, 5/31/60



May 31, 1960

'THE SACCO-VANZETTI STORY'

Thirty-three years ago -- on Aug. 23, 1927 -- Nicola Sacco, a shoe trimmer, and Bartolomeo Vanzetti, a fish peddler, walked out of the death cell at Charleston (Mass.) prison to keep an on-and-off date with death.

Thousands of people all over the world demonstrated in protest to the last second. The Sacco-Vanzetti case stirs passions even today.

Sacco and Vanzetti were arrested on May 5, 1920, for questioning about a Braintree, Mass., payroll robbery. They were identified as members of a five-man bandit band that had stolen a \$15,776.51 payroll belonging to the Slater and Morrill Shoe Factory after shooting and fatally injuring paymaster Frederick A. Parmenter and guard Alessandro Berardelli.

During the trial, the Commonwealth of Massachusetts produced 59 witnesses. There were 99 witnesses for the defense.

The jury deliberated six-and-one-half hours before finding the defendants guilty of murder in the

(more)





2 - 'The Sacco-Vanzetti Story'

first degree. In the next six years, defense lawyers produced evidence they believed threw massive doubt on the convictions. Successive motions for a new trial were denied.

Feelings still run high over the fate of Sacco and Vanzetti. Many still insist they were executed for their political beliefs, rather than for the crime itself. Others still say they were guilty. Still others prefer to forget the whole thing.

This, one of the most famous cases of the 20th Century will be dramatized in two parts on "The Sacco-Vanzetti Story" Fridays, June 3 and 10, on the NBC-TV Network (8:30-9:30 p.m. EDT in black and white only). Martin Balsam portrays Sacco, and Steven Hill, Vanzetti.

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NBC-New York, 5/31/60



NBC-TV AND RADIO NETWORK PROGRAM

SENATOR AIKEN, MEMBER OF SENATE FOREIGN RELATIONS COMMITTEE,  
WILL BE GUEST ON 'MEET THE PRESS' SUNDAY, JUNE 5

Senator George D. Aiken (R.-Vt.), a member of the Senate Foreign Relations Committee, will be the guest on "Meet the Press" Sunday, June 5 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT. WNBC time, 6:35 p.m. EDT).

The Senate Foreign Relations Committee has begun hearings on the collapse of the Paris summit meeting. Among those who are scheduled to appear before the committee this week are Allen W. Dulles, director of the Central Intelligence Agency, and Thomas S. Gates, Secretary of Defense.

Senator Aiken will be interviewed by John Steele of Time-Life, Richard Wilson of Cowles Publications, Marquis Childs of the St. Louis Post-Dispatch and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate the program, which will be telecast live from Washington.

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NBC-New York, 5/31/60





REVISED CREDITS FOR 'TODAY' ON NBC-TV NETWORK

TIME: NBC-TV Network Mondays through Fridays  
7-9 a.m. EDT.

FORMAT: News, interviews, entertainment, women's  
features, sports, weather reports.

STARRING: Dave Garroway as host.

FEATURING: Frank Blair (news) and Jack Lescoulie (sports  
and features).

PRODUCER: Robert L. Bendick

PROGRAM MANAGER: Robert Northshield

DIRECTORS: Bill Healion, Dennis Kane, Lynwood King.

ASSOCIATE PRODUCERS: Norman Kahn, I. A. "Bud" Lewis.

SPECIAL PROJECTS EDITOR: Paul Cunningham

NEWS EDITOR: Bill Fitzgerald

PROGRAM WRITERS: Lissa Charrell, John Dunn, Larry Pickard,  
Alan Smith, Lester Cooper, Alfred D. Geto,  
Sanford Sheldon, Les Colodny, Beryl Pfizer.

NEWS WRITERS: Ric Ballard, Dan Grabel, Helen Marmor, Harry  
McCarthy.

COMMERCIAL PRODUCER: Win Welpen

UNIT MANAGERS: B. Donald Grant, Dick Manley.

ASSOCIATE DIRECTORS: Larry Owen, Paul Ransom, Enid Roth, Norman  
Hall, Len Lucas.

TALENT COORDINATOR: Carolyn Gilbert

SCENIC DESIGNER: Frank M. Skinner Jr.

GRAPHIC ARTS: Lou Cuevas, Norman Moore.

(more)



2 - Revised Credits for 'Today'

STAGE MANAGERS: John Birkebile, Fred Lights, Frank Caden.  
FILM EDITORS: Thomas R. Galvin, Harold Ross, Ray Fincke.  
TECHNICAL DIRECTORS: Harold Mofsen, Hank Bomberger, Joe Waag,  
Hank Folkerts.  
LIGHTING: Ian McKeowan, Jack Fitzpatrick.  
VIDEO: Fred Wagner, Harry Katzman  
AUDIO: Steve Madrick, Jack Braverman  
PREMIERE: Jan. 14, 1952  
SPONSORS: Various  
ORIGINATION: NBC Studios in New York via video-tape plus  
live news interviews and feature inserts.  
NBC PRESS REPRESENTATIVES: Ann Morrissy (New York) and Bill Fague  
(Hollywood).

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NBC-New York, 5/31/60





CAST, CREDITS AND THE STORY FOR 'HOW TALL IS A GIANT?'

SPECIAL DOCUMENTARY TELECAST ON THE NBC-TV NETWORK

TUESDAY, JUNE 14 (8:30 TO 10 P.M. EDT IN BLACK-AND-WHITE ONLY)

HOST: Tennessee Ernie Ford

FORMAT: A first television presentation and American premiere of a Mexican art motion picture, "The Little Giants" ("Los Pequeños Gigantes"). This is the story of the fabled baseball team from Monterrey, Mexico, which overcame poverty, trepidation and hostility in 1957 to win the Little League world championship.

"THE STARS": Because "How Tall Is a Giant?" tells a story of teamwork and cooperation by and for children -- on common levels, on and off the baseball diamonds of Mexico and the United States -- there are no "stars" as such. Spotlighted, however, are the stories of the Monterrey coach, Cesar Faz; the manager, Harold "Lucky" Haskins; and players Angel Macias and Fidel Ruiz.

APPEARING AT THE CON-  
CLUSION OF THE TELECAST: Cesar Faz and Angel Macias

PRODUCED BY George P. Werker (for Olmec Productions, Inc., of Mexico City)

DIRECTOR: Hugo Mozo

(more)

CAST, CREDITS AND THE STORY FOR 'HOW TALL IS A GIANT?'

SPECIAL PRESENTATION FRIDAY, JUNE 14 (8:30 TO 10 P.M. EDT IN BLACK-AND-WHITE ONLY)

THE GIANT STORY

A first television presentation and American premiere of a Mexican and motion picture, "The Little Giants" ("Los Pequenos Gigantes"). This is the story of the failed baseball team from Monterrey, Mexico, which overcame poverty, trepidation and hostility in 1957 to win the Little League world championship.

Because "How Tall Is a Giant?" tells a story of teamwork and cooperation by and for children -- on common levels, on and off the baseball diamonds of Mexico and the United States -- there are no "stars" as such. Spotlights, however, are the stories of the Monterrey "Jacky" Haskins; and players Angel Macias and Vidal Ruiz.

Cast: Macias and Angel Macias  
George F. Haskins (for Oliver Productions, Inc., of Mexico City)

END OF THE PRESENTATION  
END OF THE FILM

2 - Cast and Credits for 'How Tall Is a Giant?'

WRITTEN BY	Hugo Mozo and Eduardo Bueno
CINEMATOGRAPHY:	Walter Reuter
MUSICAL SCORE BY	Rodolfo Halffter
EDITOR:	Giovanni Korporaal
ASSOCIATE DIRECTOR:	Daniel Butler
ASSISTANT DIRECTOR:	John Bunuel
PRODUCTION MANAGER:	Rafael Ortega
PRODUCTION COORDINATOR:	Yolanda Rubio
DIALOGUE DIRECTOR:	Mr. Lee
TENNESSEE ERNIE FORD SEQUENCE WRITTEN BY	Bert Lewis
SYNCHRONIZATION EDITOR:	Miguel Campos
SPECIAL DIALOGUE BY	Jorge Martinez de Hoyos
SOUND RECORDED BY	Enrique Rodriguez
* * *	
SPONSOR:	Procter & Gamble Company (for Crest Toothpaste)
AGENCY:	Benton & Bowles, Inc.
ORIGINATION:	NBC-TV Network, New York and Hollywood
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York) and Bill Fague (Hollywood)

\* \* \*

THE PLAYERS

(as themselves)

THE MONTERREY WORLD CHAMPIONSHIP LITTLE LEAGUE TEAM:

Angel Macias,	Fidel Ruiz,
Norberto Villarreal,	Enrique Suarez,

(more)



Blue Moss and Eduardo Moreno

William J. ...

William J. ...

William J. ...

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3 - Cast and Credits for 'How Tall Is a Giant?'

THE PLAYERS (CONT'D)

Gerardo Gonzalez,	Ricardo Trevino,
Jose Maiz,	Mario Ontiveros,
Rafael Estrello,	Baltazar Charles,
Jesus Contreras,	Francisco Aguilar,
Roberto Mendiola,	Alfonso Cortes.

AND:

Coach Cesar Faz,                      Manager Harold Haskins,  
and Trainer Jose Gonzalez Torres

WITH:

Mr. and Mrs. C. Little,	Tom Spillar,
Hector de la Garza,	R. L. Carle,
Q. B. Horton,	Dr. Jose Luis Lozano,
Dr. Rodolfo Limon,	John David Kees,
Pedro Galvan,	Claude Brook.

Parents and Relatives of the Monterrey Team.

Citizens, Large and Small, of the U. S. and Mexico.

\* \* \*

THE STORY

(as it happened)

Before 1957 Monterrey, Mexico, was a city without an organized sports or recreation program for the thousands of "chamacos," or street urchins, crammed into its teeming factory district of flimsy homes and dirt streets. Like kids "with nothing to do" from similar neighborhoods in industrial cities the world over, Monterrey's youngsters were the victims of delinquency, poor health and poverty. Then

(more)

Roberto Mendez,  
Alfonso Gomez,  
Hector de la Haza,  
Dr. Jose Luis Lopez,  
Mr. Rafael Rivas,  
Mrs. Maria G. Mendez,  
Mr. and Mrs. G. Mendez,  
Dr. Jose Luis Lopez,  
Mr. Rafael Rivas,  
Mrs. Maria G. Mendez,

and Father Jose Gonzalez Torres

Parents and Relatives of the Montevideo Team.  
Gifts, large and small, of the U. S. and Mexico.  
Mr. and Mrs. G. Mendez,  
Dr. Jose Luis Lopez,  
Mr. Rafael Rivas,  
Mrs. Maria G. Mendez,

THE STORY

(as it happened)

Before 1957 Montevideo, Uruguay, was a city without an organized or recreation program for the thousands of "chamaco," or children, crisscrossed into the bustling factory district of El Centro and dirt roads. This was "which nothing to do" from school. In 1957 the world over, Montevideo's youth were the victims of delinquency, poor health and poverty. Then



THE STORY (CONT'D)

two men -- Cesar Faz, a Monterrey businessman who was born and raised in the United States; and Harold "Lucky" Haskins, an American teacher in Monterrey's Pan-American School -- set out to do something constructive for the "chamacos." They obtained a Little League franchise for Monterrey.

"How Tall Is a Giant?" opens as Haskins and Faz are putting up posters announcing registration for the teams to be organized. Having played baseball in the United States, Faz knows the American competitive standards for the game and, moreover, the hazards in it that can break a player's spirit. On registration day, hundreds of boys turn out but two poverty-stricken youngsters, in whom Faz has taken special interest, are at first reluctant participants. They are an amazing ambidextrous pitcher, Angel Macias, who is shy and so burdened by poverty that he believes he "will never amount to anything, not even in a game"; and "tough guy" Fidel Ruiz, who is immediately suspicious of the "Yanqui" Haskins and especially of Faz, whom he regards as "half American, half Mexican, not all of anything."

These youngsters are a far cry from sturdy American Little Leaguers. From homes where wages barely bring in enough corn on which to subsist, undernourished, in poor health and exposed to delinquency, they seemingly lack stamina and incentive for organized "beisbol." However, the "chamacos" prove that they can make up in spirit what they lack in physical and material advantages. This becomes immediately evident when the kids set to work clearing a rock-strewn field, behind the glass factory, for Monterrey's first sandlot baseball diamond. The boys regard the arrival of uniforms and equipment as "a kind of miracle."

(more)



THE STORY (Continued)

-- "Good! A very good business, and one that is well  
to United States and British 'League' nations, an American business  
concern's Pan-American School -- not only to do something con-  
sistent for the 'League'." They obtained a little League franchise  
Montgomery.

"How Tall Is a Giant?" asked an American and his wife  
others announcing registration for the team to be organized.  
he played baseball in the United States, but from the American  
collegiate records for the same year, however, the records in it  
can break a player's record. On registration day, hundreds of  
turn out but the twenty-fourteen youngsters in whom they had  
special interest, and at first reluctant participants, they are an  
of ambitious pitcher, Jack Hunter, who is very and so prominent  
twenty that he called on "Will never amount to anything, not  
in a game"; and "tough guy" "Tidol" Jones, who is immediately one  
one of the "Yankee" Hunter and especially of the "Yankee" who he regards  
all American, half Mexican, not all of anything.

These youngsters are a far cry from thirty American Little  
League. From homes where money means a great deal, on which  
life, undisciplined, in poor health and subject to delinquency,  
ingly Jack Hunter and Hunter for organized "League".  
the "League" prove that they can hold up in spirit that they  
physical and mental advantages. This season especially  
and when the kids get to work cleaning a lot of money, during  
class factory, for Hunter's little money is needed for and. The  
of the arrival of Hunter and Hunter as "League".



THE STORY (CONT'D)

It is quite a different group of boys who emerge from Monterrey's first Little League season. Truancy and delinquency have been eliminated from their ranks and even the boys' parents -- most of whom opposed their participation in Little League as "wasteful" -- have become "aficianados." Despite the progress they have achieved, Cesar cannot share Lucky's enthusiasm when Monterrey receives permission from Little League headquarters in Williamsport, Pa., to enter a team for the area championship play-offs in McAllen, Texas. Cesar feels Monterrey will be "clobbered" and fears that the "chamacos," none of whom ever left their native city, will be spiritually shattered by comparison with the bigger, stronger American boys -- and, worse, by possible incidents of prejudice. But, having experienced the "feeling of second class citizenship" himself, he is all the better equipped to combat it as the 14 Monterrey all-stars leave for McAllen.

What ensues came to be regarded as "miracle" and "legend" in the United States and Mexico. Defeating all comers without the loss of a game -- three victories in McAllen, three in Corpus Christi, three in Fort Worth and two in Louisville, Ky. -- the undersized, undermanned Monterrey team arrives in Williamsport for the World Series.

To the sensitive Angel, the comparison of well-developed, confident American boys had been undermining, but from Faz he has learned that "the distance from the pitcher's mound to home plate is the same in any language." A few instances of prejudice shown the boys are more than overcome by "wholesale kindness and affection" given them by their American hosts. After defeating Bridgeport, Conn., in the World Series, it is a poised and confident Angel who faces the

(more)



## THE STORY (CONT'D)

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THE STORY (CONT'D)

La Mesa, Calif., team in the final game, and who pitches a perfect game with the final score, 4-0. Monterrey's "chamacos" become the baseball darlings of the world and -- after receptions in New York, in Washington by President Eisenhower and in Mexico City by President Cortinez -- return to a triumphant welcome in Monterrey, the town they had so modestly left a month before. Fidel Ruiz confides in Faz that he has learned a valuable lesson in human relations:

"...it is not where you're from or how you look or worship that counts -- it's how you play the game."

\* \* \*

BRINGING THE STORY UP TO DATE

Monterrey, which three years ago was devoid of baseball and ballparks for kids, now has Little, Pony, Colt, Babe Ruth and American Legion teams playing in four stadiums constructed by the city and national governments. Another Little League team from the city also won the Little League World Series in 1958, and a Pony League team finished third in the 1959 Pony world championships. Juvenile delinquency and truancy, once a paramount problem in Monterrey, has been all but eradicated. Lucky Haskins is known as "Monterrey's Tom Dooley" and Cesar Faz as Mexico's "Senor Beisbol." Both remain active in Monterrey's baseball programs. Monterrey's 14 "wonder kids" of 1957 received scholarships to private schools and are maintaining excellent grades. Angel Macias, who has pitched 11 no-hitters in Mexico, expects to sign a major league "bonus" contract when he turns 18. All of the 1957 "chamacos" remain impoverished but, according to Faz, "definitely not underprivileged." He adds: "These are the most privileged kids in the world."

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NBC-New York, 5/31/60



THE STORY (CONT'D)

Mesa, Calif., team in the final game, and who pitches a perfect game in the final score, 4-0. Monterrey's "chamaco" becomes the baseball king of the world and -- after receptions in New York, in Washington President Eisenhower and in Mexico City by President Gortez -- to a triumphant welcome in Monterrey, the town they had so easily left a month before. Fidel Ruiz confides in Paz that he has turned a valuable lesson in human relations:

"...it is not where you're from or how you look or worship counts -- it's how you play the game."

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